

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXVIII.

NEW YORK, SEPTEMBER 29, 1909.

No. 13.

The Farm Weekly that Leads in the Volume of Advertising Carried.

Here are two important facts that the advertiser may ponder with profit:

In bank clearings, week after week, the cities of Kansas and Oklahoma are showing a larger percentage of increase than the cities of any other section of the country.

Last week's report (Sept. 16) gives Oklahoma City first place with an increase of 98.7%; Wichita second with 88.4%; and Topeka well up in the list with 39.2%.

I don't know of any better indication of the prosperity and healthy business condition of the Southwest.

Our people have money. The three towns mentioned are not great industrial or manufacturing centers. They are just big towns of about 50,000 inhabitants each that are advancing in prosperity with the great farming section tributary to them—a section that is expanding in wealth more rapidly than any other section of the country.

Their money is largely agricultural. It comes from the thrifty farmers of Kansas and Oklahoma.

If you want trade go where the money is.

* * *

The second significant fact is this:

FARMERS MAIL AND BREEZE—which covers this prosperous section—has been carrying in 1909 more advertising than any other farm weekly in the country.

During the "dull" summer months every issue carried 60, 70 and 80 columns of paid advertising.

Does that mean anything to the advertiser?

I think you will admit that it means much;

Because FARMERS MAIL AND BREEZE could not lead the world in volume of business, week after week, if it were not "making good" for advertisers.

The experience of these advertisers who have tested FARMERS MAIL AND BREEZE is worth something to you.

It seems to me that there must be a connection between these two facts,

Kansas and Oklahoma leading the country in percentage of increase of bank clearings.

And FARMERS MAIL AND BREEZE leading the agricultural press in business carried.

FARMERS MAIL AND BREEZE reaches more than 100,000 farmers in Kansas and Oklahoma every week—families which pay \$1 in advance for a good farm paper.

In the next thirty days these people will spend at least \$5,000,000—and they will keep it up every month of the year.

They are mighty good customers.

How much will they spend for your product?

The answer depends upon you.

If you don't know FARMERS MAIL AND BREEZE, let me send you a sample copy and tell you more about the 100,000 good customers it reaches.

You will be interested.

Arthur Capper

Publisher.

TOPEKA, KAN., Sept. 22nd, 1909.

My Special Representatives are: J. C. Feeley, 1306 Flatiron Bldg., New York, N. Y. Justin E. Brown, 615 Hartford Bldg., Chicago, Ill. S. N. Spotts, 401 Century Bldg., Kansas City, Mo. W. T. Laing, 542 Ramge Bldg., Omaha, Neb.

FARMERS MAIL AND BREEZE

How to Get Increased Results from Advertising

FIRST we divide the country according to the distribution of our goods.

We find that our goods are "on sale everywhere" in, say, twenty states, scattered through five more, and practically unobtainable in the balance.

Our first problem is to stimulate the demand for our line where sales come *easiest*—in the states where we have thorough distribution.

Of course, we want *also* to extend the distribution of our goods. But first we must be sure of increased profit on our present territory. Now, how can we reach it most effectively and economically?

When we look up the newspapers we find they are out of the question. It will cost us more to cover four or five states only with them than we can spend on the entire country unless we have an article of universal use and an unlimited bank account.

Next we turn to the magazines. They offer universal distribution at a cost within our limit.

But when their accumulation is analyzed, we find we must pay double for the *effective part*.

The trouble is, it is *too* universal. To get circulation in the twenty states where we *can* hope to make sales, we must buy circulation in thirty other states which we must charge to "general influence" in the *hope* that *some* day it may prove of some value.

And, as business men, we realize how faint that hope is. Long ago we learned that unsuccessful reasoning is the strongest argument *against* the proposition it seeks to defend. And likewise the most difficult man to re-interest in our product is the one who has

tried to get our goods and failed.

About this time we begin to long for mediums of *state* distribution—mediums which give 100 per cent selling power where our goods *are* on sale or concentrated selling force in the states our salesmen are opening up.

It is then we realize one of the reasons why the most progressive advertisers are using standard farm papers so largely.

These papers *naturally* concentrate in certain states and sections. Because farm conditions vary. Information vital to the Ohio farmer is useless in Texas and vice versa.

Moreover, through concentration comes thoroughness. In some of the agricultural states a *single* farm paper will reach *one* out of every *six* families—a higher percentage than the average newspaper can count in a single city.

It is the power of this selective and concentrated distribution that, in part, is responsible for the proven results which have earned the following papers their title of

"Farm Papers of Known Value"

The Michigan Farmer
The Breeder's Gazette
Hoard's Dairymen
Wallace's Farmer
The Kansas Farmer
The Wisconsin Agriculturist
The Indiana Farmer
The Farmer, St. Paul
Home and Farm, Louisville
The Dakota Farmer, Aberdeen
The Oklahoma Farm Journal
The Ohio Farmer

We would like to show any interested advertiser what these results have been and the class of general advertisers who *now* are using standard farm papers. Also we would like to show him how *little* it costs to cover a given section with selective mediums. We think we have some surprising facts for the advertiser who is interested. May we send them to you?

WALLACE C. RICHARDSON, Inc.
Eastern Representative,
41 Park Row, New York.

GEO. W. HERBERT,
Western Representative,
1736 First Nat'l Bank Bldg., Chicago.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXVIII.

NEW YORK, SEPTEMBER, 29, 1909.

No. 13.

THE OVERWORKED ADVERTISING ADJECTIVE.

EXAMPLES OF SOME CURRENT AWFUL EXAMPLES — ADJECTIVES WHOSE MEANINGS HAVE BEEN BLURRED BY TOO FREE APPLICATION—IDEAS, NOT ADJECTIVES, THE STRONGEST ADVERTISING.

By G. Albert Strauss.

From time immemorial advertisers have stumbled sadly over adjectives. It is the universal quicksand in the advertising field. The beginner usually walks in at once and flounders helplessly around in a morass of "distinctive," "unique," "unequaled," "delicious," etc., until he is brought sharply up against the great god, Results, for an accounting.

The punishment of the adjective ranges all the way from the innocent advertisers who advertise "Wanted—A young man to look after a horse of the Methodist persuasion," and "To be sold, a splendid gray horse, calculated for a charger, or would carry a lady with a switch tail"—to the modern magazine advertiser of high standing, fair sense and education who is still an adjective fiend.

Who but an adjective fiend, sputtering with hyperbole like a bottle of ginger ale, could be guilty of this Anheuser-Busch Malt-Nutrine ad in September magazines?

Malt-Nutrine fairly bubbles and seethes with the life of mother nature's electrifying earth—the creamy nutriment of ripened barley—the aromatic tonic of Bohemian Hops—the vivifying breezes of country air—the warmth of the sun and the blessings of the gentle rains—all instilled into a living liquid food.

Shut your eyes as you repeat this and you see visions of a near-Beecher, Ingersoll or Patrick Henry. Keep them shut a little longer and you will hear the sound of rippling waters, and in

a few minutes more you'll begin to snore. Does it sell goods? I'm not dogmatic, but I rather guess it doesn't. It would be interesting to know if Roger's Thesaurus was adequate for this fearful drain upon its resources.

The greatest offense, most widely indulged in, is not adjective oratory, but adjective slave-driving. A little muck-raking in this direction would undoubtedly reveal a terrible system of adjective-peonage, by which innocent, respectable adjectives are coralled and made to work under the lash at labors they are not fitted or strong enough to do. Incredible cruelty to adjectives is practiced by these merciless advertisers, and their suffering victims are bent and twisted out of all recognition.

You might expect something different from a famous house like Tiffany, New York. But its ad is typical of the other relics of the Adjective Age:

Not only must the material and workmanship of each piece be beyond criticism, but the style and design must satisfy the best requirements of current fashion and demand.

The information to be derived from these adjectives is not enough to fill the ten millionth subdivision of a single brain cell. It cannot be remembered (try it yourself, ten minutes from now), and it is no different from the wearisome reiterations of ten million merchants in every corner of the world.

But Tiffany has plenty of company. In fact, he has so much company that the tendency is to excuse the fundamental vapidity of such copy. How much better is this copy than the following Waterman Fountain Pen ad?

Other methods of writing have outlived their usefulness. In keeping abreast of the times the users of this pen find the greatest satisfaction in its efficiency. * * * The uncommon

existence of simplicity obtains not only accuracy but durability.

Any manufacturer at any accidental meeting on the street could reel off a string of adjectival piffle like this. He hires advertising men to write better than such hackneyed talk, and he gets careless conversational drivel—if not worse.

Say Reed & Barton, silver-smiths, in their ad:

Reed & Barton Sterling Productions are most complete in number of articles of each design and wide variety of patterns, thus successfully meeting the requirements of every taste and purse.

How deadly familiar is the last clause, about "meeting requirements of every taste and purse!" It seems as if public ear-drums must surely go on a strike to hear such dull phonographic repetitions.

But the public never goes on strike—herein lies the subtlety of it—it *just ignores*. It would go crazy if it didn't. If advertisers *shouted* at the public their endless advertising repetitions, they wouldn't last five minutes; but the public has protection from the printed ad by simply refusing to read.

Some adjectives are the special butts of abuse. Take the word "delicious" for instance. It is used for Coca-Cola, Horlick's, Moxie, Blue Label Ketchup, Wilbur's Chocolate Buds, Lowney's, Nabisco, Lee & Perrin's, Peter's Chocolate, Karo Corn Syrup—and heaven knows how many other things. Practically every food product ever advertised has fallen upon that adjective with all the joy of a Columbus discovering America. They ignore entirely how much value must be subtracted from that adjective because of its innumerable repetitions by other advertisers. It is a language principle that a word applied in usage from too many angles of meaning, loses its conciseness and definitive value.

"Refreshing" is another word which has been brow-beaten and sand-bagged into a jelly; while such words as "wholesome," "delightful," "attractive" are almost unrecognizable any longer.

The word "comfort" is a remarkably versatile jack-of-all

trades, thanks to the adjective-peonage system. It is used in the current magazines by such widely differing advertised products as Bull Dog Suspenders, Fownes' Gloves, Oldsmobile, Wright's Health Underwear, Acme Paint and Tungsten Lamps. How the two latter bend and twist it is especially remarkable!

As for "durability," it is, paradoxically, worn threadbare! Every kind of an advertiser from 100-ton dynamos down to lace handkerchiefs claims this adjective. As for "stylish," that is absolutely common property—the willingest slavey of them all! "Satisfying" is stretched over several square miles, while as for "superior," that encircles everything like a thick fog from the equator to the pole. It is as active in plumbers' wholesale supply catalogues as in the most exquisite ads for perfumes. On the adjective "pure," the mildew has long ago gathered.

The funny thing is the way adjectives are made to work in chain gangs. In an ad for "4711" White Rose Glycerine Soap (whose very name shows the adjective mania) these adjectives form the catch phrase: "perfection of purity and perfume." *In one sentence* of the current Cuticura ad the following adjectives appear: "clear, soft, white, clean, wholesome, glossy, pure, sweet, gentle." In one sentence in a Dagget & Ramsdell ad appear these adjectives, "pure, dainty, fragrant, pleasing"—strung together like beads. A Strathmore Parchment paper ad, lists its qualities like this: "feature, color, strength, finish, formation, texture, snap, crackle, appearance, beauty, dignity, adaptability." This is the longest string I ever saw.

For incongruous yoking of adjectives look at Dr. Sheffield's Cream Dentifrice ad—"pleasing and scientific," featured in the display line! Advertising makes strange adjective bedfellows.

Why can't we have more *ideas* and less adjectives in advertising? The value of merchandise rests on facts and ideas, not on strings of borrowed, worn-out, over-worked adjectives.

A NOTEWORTHY EVENT

During this time of celebration unparalleled in magnificence, there is another performance of even greater importance to the employer and employee, landlord and tenant, buyer and seller and every factor in the market of supply and demand—the passing of the one-millionth advertisement mark by The World this year.

From January 1st to September 20th The World printed 1,001,426 separate advertisements, growing 150,173 over the same period last year.

The Herald, New York's second highest newspaper, in the same time printed 740,306 advertisements, and in the corresponding period last year 736,448, a gain of 3,858.

1909

World 1,001,426

Herald 740,306

World's lead 261,120

1908

World 851,253

Herald 736,448

World's lead 114,805

World's Increased Lead 146,315

Three-sevenths of all the morning newspapers sold in New York are Worlds.

HOW TO MAKE A PROPRIETARY ARTICLE SUCCEED.

MARGIN OF PROFIT NECESSARY—
HOW MUCH SHOULD GO TO ADVERTISING—METHOD OF PLACING GOODS VERY IMPORTANT—SAMPLES VERY GOOD—ENTHUSIASTIC SALESMEN VITAL.

By V. Chapin Daggett.

(Sec'y and Treas., Daggett & Ramsdell, New York.)

An article to be sufficiently exploited, should have intrinsic merit, and should, if possible, represent some new idea or departure, some distinct advance over articles of similar use, otherwise it is a mere imitator, and such articles rarely prove profitable in a large way.

The price should then be given careful consideration and should be placed high enough to give the manufacturer a liberal profit to work upon, otherwise he will have no margin on which to exploit his merchandise. Speaking broadly, I think most proprietary articles should have at least 200 per cent gross margin of profit and then 25 per cent or 30 per cent can be spent in advertising and a good part of the balance will be absorbed in general manufacturing and selling expenses, leaving the maker sufficient net profit to warrant the effort.

After this comes the advertising and selling problems. The advertising problems are so many and so varied that it is best to consult a good agent and devise a comprehensive plan. If the manufacturer has a limited capital, he should confine his appropriation to a sum that he can afford to spend in a year as he may not get returns for several months, and any campaign lasting less than a year is a useless waste of hard cash.

We believe that the methods adopted to sell or place the goods are quite as important as the advertising plans. After a yearly contract to advertise has been made in a carefully selected medium, then the maker should get busy at his factory and hustle to sell the goods. It is then up to

him and the article to make the advertising pay. He must have good enthusiastic salesmen and if his goods can be sampled, put them out liberally, regardless of cost and quantity.

There is in our judgment no method of advertising so effective as good samples liberally distributed. The samples should go direct to the consumers and the general publicity will be immensely benefited by such work. The methods vary with each article of merchandise, but the principle is good for all.

If the above methods are intelligently and persistently followed and the goods are right, success should follow.

AN EXAMPLE OF WESTERN ADVERTISING ABILITY.

NEW YORK, Sept. 15, 1909.

Editor of PRINTERS' INK:

I never read a sounder article on the sore spot between the East and the West than your recent editorial, headed "The East 'vs.' the West." It was greatly needed, and I hope we can stem the tide of feeling that has been slowly rising.

You were right in intimating that the West sometimes feels that the East believes it knows it all in advertising, but I am very glad that in the same issue you printed an article about a Western advertiser who has put the gaff into Eastern clothing advertisers with a vengeance—I mean the Royal Tailors, Chicago. You can't find snappier advertising than that if you go down the entire list of advertisers. It's got some salesmanship to it, and it has shown the whole country what clothing advertising can be.

But you and PRINTERS' INK readers will probably be still more interested as further evidence of the unusual advertising ability in the West, to learn that the man who brought the Royal Tailors to the advertising point, who has written their copy, and who has schemed out their most successful sales methods, is a young man, only twenty-three years old—Philip W. Lennen—perhaps the youngest advertising man behind a national campaign in the country. He was formerly with the Dr. Shoop Medical Company (where Claude Hopkins made his first success), and later he handled the mail-order sales and brought up the circulation of *System*, and wrote most of the famous *System* letters, and handled the "Business Man's library" campaign in the magazines.

If this isn't an amazing record for a boy of twenty-three, and if this isn't a sockdologer of proof that the West has us all here in the East "skinned alive," in the matter of snappy advertising, then nobody can prove anything.

W. F. ARNOLD.



Mr. Roosevelt's first lion stalks majestically across the cover of the **NOVEMBER SCRIBNER'S**. His presence fills the entire article—a story of exciting adventure. The Hunter is fairly in the field and his comments on the danger and fascination of hunting big game in Africa have the color of personal experience.

The sales on the October number are surpassing expectations.

NOVEMBER forms must close *October 5th*.

For the present no further raise in rates

\$300 per page

You Don't "Pass Up" the Cream

When you sit down to the breakfast table, the first thing you use is that little pitcher of cream. It goes into your coffee and covers your fruit or breakfast food.

You do not reach for the big bowl of milk, and say, "This will fill my capacity, so it's useless to bother with other things." You use the cream first and then take the other things required to complete the meal.

You don't "Pass up" the cream.

How about making up your advertising list—do you "pass up" the cream?

Any man familiar with agricultural life and conditions knows that *the dairy farmers are the cream of the country.*

If he doesn't know it, he can settle all doubt by a little investigation.

KIMBALL'S DAIRY FARMER is a national dairy magazine, subscribed and paid for by more than 40,000 of these "cream" farmers. It is their trade paper.

KIMBALL'S DAIRY FARMER is a paper with purpose and character. It is ably edited, handsomely illustrated, and printed on good book paper.

It does not accept liquor, patent medicine or other objectionable advertising.

It is a "cream" paper, taken by "cream" farmers, and wants the "cream" of the business.

Just now, Iowa is the centre of the dairy interest of the country. Her legis-

lature has appropriated \$10,000 for educational dairy work. Prof. H. G. Van Pelt, one of the best-known dairy authorities of the country, is in charge of this work.

His office is in the office of KIMBALL'S DAIRY FARMER.

Professor Van Pelt and his assistants are holding dairy meetings, running dairy trains, and setting Iowa on fire with dairy enthusiasm.

The big Iowa State Cow Contest, wherein \$5,000 in cash is being given in prizes to determine who owns the best dairy cows in Iowa, is now on and attracting more interest than anything that has ever occurred in the agricultural life of the Central West.

KIMBALL'S DAIRY FARMER is the only dairy paper in Iowa, and is headquarters for all this great work.

KIMBALL'S DAIRY FARMER business during the past year shows a gain of more than 100 per cent over that of the preceding year. Its advertising for August, 1909, was 160 per cent greater than that of August, 1908.

That tells the story to the thinking man.

If you will investigate this National Dairy Magazine, its work and field, we will gladly leave the decision with you.

In placing your advertising for the coming year, you will not "pass up" the cream.

Kimball's Dairy Farmer,

JOHN ANDREWS
Manager

WATERLOO, IOWA.

TAYLOR & BILLINGSLEY, Special Representatives,
First National Bank Building, Chicago
156 Fifth Avenue, New York

WIDER DISTRIBUTION FOR
WHOLESALESA.

OPPORTUNITIES FOR SMALL WHOLESALESA, ESPECIALLY IN DRYGOODS LINE, TO EXTEND THEIR REACH—ADVERTISING IN TRADE PAPERS, ETC.—SALABILITY OF GENERALLY ADVERTISED LINES OF GOODS.

By F. L. Brittain.

In almost every small city are to be found drygoods jobbing houses, wholesalers of merchandise to the retail trade. Theirs is a local business—rarely does it extend stateward. When we come to the larger cities and jobbing centers we find wholesale houses doing a good business throughout their own state and often the states surrounding. As the distance from a market increases customers become fewer in number, and generally of less importance in point of business prestige and financially. And yet the largest as well as the smallest retailer goes far away for much of the merchandise he sells.

Suppose we take a town of ten thousand in Missouri for an illustration of the proposition as it concerns the wholesalers in that state. There will be, perhaps, as many as twelve retail merchants in such a town who will split their business with nearest market jobbers, when it comes to very bulky, heavy goods. This is because of the favorable freight rates. Then, too, the nearest jobber usually gets the mail orders. Owing to the fact of his nearness he is able to deliver quickly the things needed by the waiting merchant.

But go into one of the stores in this little city of ten thousand, or, for that matter, in the stores in any city, and we find that much of the stock displayed bears a "back East" mark. A merchant will handle the same brands of calico, gingham, flannels and sheetings his bitter enemy across the street does, but he will not sell the same shirt or hose. This means the wholesalers are left to fight out who shall sell the heavy, unprofitable merchandise, leaving specialty houses of distant markets to sell the more profitable

lines, simply because the retailer likes to handle exclusively his own brands of merchandise, or brands that are confined to him.

Specialty houses usually have only one customer in a town, and their salesmen have little difficulty in getting a buyer's attention, securing his order, and away to the next town, where the same thing is repeated—the buyer, too, loses little time, and is not compelled to look over a big sample line.

A wholesaler's salesman usually carries several trunks—when unpacked, they cover a big space, and the salesman must get the buyer to his sample room, and, if possible, through many or all of his lines. This is a hard thing to do, because the buyer for the average-sized store is in most cases a salesman, needed behind the counter at all times. He realizes this, and the outcome is that he looks at no line carefully. If the owner of the store does the buying he usually takes some one of the store's salesmen along, and this tends to greater confusion, and a still less careful inspection.

Quite a few of the larger, more important wholesalers are now making specialty lines of some kinds of merchandise, confining the sale of the same to one store in a town, and sending out specialty salesmen. This is winning back business that has gone to specialty houses, and holding in line much that would have gone had not the old way been changed.

When it comes to reaching out into distant states for business, not many wholesalers are "there"—it's an expensive fight, and trade is lost almost as fast as gained. The merchants in distant territory never get very close to the house. What do the smaller merchants of Oklahoma know of New York wholesalers—what do the little fellows in small California towns know of the personnel of Chicago wholesalers? These little fellows believe they are too small for the big wholesaler to take an interest in and protect, if need be.

What is to take the place of this lack of "human touch" with the retailer—what will enable a wholesaler in any market to hold

his nearby trade and sell it the more profitable lines of merchandise—what will help the wholesaler to widen his market, and sell his merchandise profitably, in states where he now sells little or nothing?

Being an advertising man naturally you expect me to say "by advertising," and I am not going to disappoint you. But I think if you are a wholesaler, or interested in the problem of a wider distribution of drygoods, you will be surprised when I tell you that a business of this kind doing eight or ten millions yearly can make a very nice impression with ten or twelve thousand dollars for the first year, and that the effect will begin to show inside of six months. It is possible to make yourself more secure in your local territory and to do a more profitable and satisfactory business over the greater portion of the United States with a very small outlay for advertising.

CULTIVATING THE DEALER.

The proposition of every wholesaler is to get his merchandise into the hands of the dealer and consumer. As the dealer comes first, is it not logical that you cultivate him first?—his natural gain is then to talk your goods.

The cry of those who believe only in general publicity is "Advertise to the consumer—create a demand, and the retailer will be compelled to stock your goods." In that proposition there is too much lost motion. If your goods are called for, and the dealer has them not, then your purpose has been defeated, and your money thrown away.

Substitution is necessary—it is made so, in a great measure, by advertisers forcing the consumer demand before putting the goods upon the retailers' shelves. It is the right and duty of every retailer to sell his customers even though they call for advertised goods—his own advertising, no doubt, brought them to his store before they ever called for some article the demand for which had been created before the dealer

had stocked it. This means—don't antagonize the dealer.

ATTRACTIVELY BOX AND BRAND GOODS.

There are some things in the merchandise lines that are sold because of the attractive boxes. You should brand every article manufactured or controlled, and then see to it that each article is boxed in an appealing and pleasant-to-the-eye manner. For instance: Some of the manufacturers of woolen dress goods for women wrap their product around extra thick boards, whose ends are varnished and branded.

Merchants are proud to put these board-wrapped woollens on their shelves, because they are sightly—just an instance of the wrapper going far toward influencing the dealer to buy. And by showing in a conspicuous manner influences the store's customer to buy. Choose names for your goods that will convey the use of the same, if possible, but if not, some easy-to-spell-and-remember name should be adopted.

In order first to get your goods handled by the retail dealer you must acquaint him with the same—and the more he and his salespeople know of your product, the more apt they are to push the sale of it, for certainly it is the salesperson who knows his article most thoroughly who loves to talk that article. You must first acquaint yourself with every good point about your own goods, and every reason why the retailer should stock them. Know, too, if there are sections of your territory where your goods cannot be used or if there are sections of your territory already using competitive lines. You must know why these lines were bought by the dealer—where they differ from your own—the terms sold upon, and the general satisfaction of the article. Such information can be obtained through reports of the traveling men.

(To be concluded next week.)

W. F. Richie, formerly with the Skinner Satin Company, of Chicago, is now associated with Howe & Little, Western representatives of the *Literary Digest* and *To-day's Magazine*.

Roosevelt's Commission Discovered

That the things most needed for the uplift and betterment of country life were the very things we've advocated for years. We don't need to argue the facts—just read the country life commission's report—co-operation, agricultural education, parcel post and good roads urged. Then look over the last few years' files of

The ORANGE JUDD TRIO

Those Three Big Agricultural Weeklies of national reputation—you will find we've fought long and unceasingly for these very things. We started some of them, too. We helped organize the farmers, helped get better prices for their products, better schools, roads, freight rates, rural delivery, more facilities for communication.

That is why the Orange Judd Trio carries the advertising of the largest manufacturers and dealers in agricultural goods, and that of general advertisers, too—who used to advertise only in magazines—but who are now selling our readers about anything that can be sold to the best magazine reading public.

The Orange Judd Trio really comprises three sectional farm papers—definitely and carefully edited to meet the exact conditions in the localities where they circulate—with the added advantages of being national. Orange Judd Farmer covers the Central West; American Agriculturist the Middle and Southern states; New England Homestead the New England states, with a combined circulation of 250,000 copies weekly guaranteed—the very best of the highest type of farmers, too. We can prove all this.

ORANGE JUDD COMPANY

Western Office:
1448 Marquette Building
Chicago, Ill.

Headquarters:
439-441 Lafayette Street
New York

Eastern Office:
1-57 West Worthington St.
Springfield, Mass.

The First Magazine Article on Dr. Cook's North Pole Discovery

Appeared in the October number of **MEN AND WOMEN**, the largest and most progressive Southern magazine. This article was illustrated by fourteen photographs of the Arctic regions, Cook's and Peary's boats, Dr. Cook, etc.

MEN AND WOMEN was, recently, the first magazine to break the ice of the American Woman's League, by being admitted to the League along with Everybody's, Delineator, Success and Collier's. With 700 chapter houses already organized or built and nearly 300,000 cultured women obtaining subscribers to these magazines, in order to secure life membership in the League, we are bound to reach the 200,000 mark and become a "standard" in a few months' time.

MEN AND WOMEN is the *only* magazine charging only for circulation which goes to the following rich and progressive Southern states:

Arkansas	Oklahoma
Tennessee	Louisiana and
Mississippi	Texas.

We have *in addition* to our guaranteed, sworn, exclusive circulation of 60,000 copies in these six states, subscribers in nearly every state in the Union. It is wonderful how our magazines reach some of the people who mail us their subscriptions. We do not send them—they must be forwarded by proud readers of the magazines in our territory—to relatives and friends in Western and other states we do not cover. Every copy is *read, closely*, by five to ten people.

Read what one of our Western subscribers recently wrote us about **MEN AND WOMEN**:

"The September number is far and away the best number yet.

The coloring and drawing of cover gives it a very high-class tone. And the large number of artistic illustrations and the bright attractiveness of the stories are bound to intensely impress every reader. I've heard so many people comment on the character the magazine shows. They pick up the magazine, turn the pages, and find so many things **HOLDING** their interest that the entire impression of the magazine is one of pronounced good taste, vigor and progressiveness."

This is no ordinary effort—but a *live* 100-page Southern magazine, so artistic and interesting as to impress *you*, Mr. Advertiser, if you will write for a sample copy.

You will compare it with Everybody's, Hampton's, and also (in a way) with the best women's magazines. You will enjoy the Dr. Cook story and the other special articles, also the stories, the illustrations, the five great departments.

Read our page advertisements in **PRINTERS' INK**, August 25th and September 8th, again. Refresh your memory on our co-operative plans—note that we can guarantee you a *specified number of new dealers*, if your goods are sold over the counter, or (if your copy is "mail order") that we have paid International Correspondence Schools, two coffee advertisers, a diamond merchant, sold plenty of cabinet mantels and secured from one-quarter page inserted *one time* thirteen new dealers for a glass advertiser.

Write to-day for the handsome, novel co-operative sales booklet we send the 6,000 general merchants who deliver **MEN AND WOMEN** to subscribers. This induces the dealer to sell your line *if you use the advertising pages of MEN AND WOMEN*.

GEORGE WICKS BUCHANAN, Editor and Advertising Director

MEN AND WOMEN PUBLISHING CO., Inc.
72 N. MAIN STREET -- -- -- MEMPHIS, TENNESSEE

New York Representative: THOMAS H. CHILD, Flatiron Building
Western Representatives: RHODES & LEISERER, Unity Building, Chicago

WHO DISCOVERED THE ADVERTISED UMBRELLA?

HULL BROS. AND "NAME-ON" UMBRELLA BOTH CLAIM PRIORITY IN ADVERTISING UMBRELLAS FOR SALE THROUGH DEALERS, AGAINST CLAIMS OF "K. & H." UMBRELLA.

PRINTERS' INK has its own "Pole controversy" on hand now—in the claims of rival advertising explorers in the umbrella advertising field. Three claimants for the honor of being the first to advertise an umbrella sold through dealers are putting forth their "proofs."

In PRINTERS' INK for September 8 an account was given of the "K. & H." umbrella campaign, which claimed to be first. Now it seems this is disputed. Like the Pole, the advertised umbrella lay undiscovered for many years, until PRINTERS' INK last spring showed in an "imaginary" umbrella campaign how it might be done. Now three are claiming honors all at once!

THE MACMANUS-KELLEY COMPANY,
TOLEDO, O., Sept. 15, 1909.

Editor of PRINTERS' INK:

Permit me to call your attention to an advertising coincidence which might give rise to a controversy as keen as that now raging around the North Pole—if the subject at issue were worthy of it; or the controversialists as splenetically inclined as Messrs. Cook and Peary.

In your issue of September 8th you published an interesting article anent the advertising campaign about to be inaugurated by Kreis & Hubbard, of Chicago, which your contributor described as the first national exploitation of the umbrella.

Without any desire to lessen the glory that may accrue to Kreis & Hubbard as a result of their forethoughtedness, we rise to remark on behalf of the Hull Brothers' Umbrella Company, of Toledo, that they, too, have been to the North Pole; and that they are prepared to consign anybody who says they haven't, to an inside asbestos-lined room in the hottest section of Hades, without benefit of clergy.

Some weeks ago PRINTERS' INK recorded this fact; and several months ago Hull Brothers gave the writer the go-ahead signal for which he has been hungrily waiting since the spring of 1907.

Every feature cited in your recent article—even to the eloquent address by Mr. Mahan to the Kreis & Hubbard salesmen, which was duplicated by an equally eloquent explosion from Mr. MacManus and Mr. Kelley, in the presence of Hull Brothers' hustlers—has long since been incorporated in our preliminary skirmish; to say nothing of several other more vital sales-adjuncts which we do not find mentioned in your Kreis & Hubbard programme.

The Hull umbrella was the first of its kind—with detachable handle—manufactured in this or any other country;

it is the only one with an interchangeable handle; and the Hull Brothers were—we believe—the first to enter the magazine field.

As a result of the inherent merit of their device, the Hull Brothers' Company has grown too big for its clothes three separate times; and now occupies, here, a huge plant, which is the largest of its kind in the world.

We think we beat Kreis & Hubbard to the Pole by a hare-lip length, at least; but we're not going to quarrel about it.

We hope their advertising agent has been able to demonstrate, as Hull Brothers have demonstrated—before a line of advertising has appeared, and by actual sales—that the wisest move they ever made was to invoke the aid of the greatest curse and greatest blessing known to modern times.

THEODORE MACMANUS.

WM. H. BEEHLER.

The Oldest Umbrella House in America,
BALTIMORE, Md., Sept. 22, 1909.

Editor of PRINTERS' INK:

Of course I am perfectly aware of your qualifying clause in connection with the K. & H. umbrella as "the first umbrella sold through dealers to be advertised in the magazines."

Our campaign from the first was a mail-order campaign. We were unable to frame up a proposition by which we could merchandise our umbrellas through dealers. In the winter of this past year, however, we worked out our plans and straightway began to perfect them. We hired salesmen and put them on the road. In our August advertising we call attention to the fact that our umbrella is on sale at dealers. In *The Saturday Evening Post* of September 11th we had a column advertisement to that effect.

It is not my idea to split hairs on this question, but that column advertisement in the *Post* of September 11th was just one week previous to the campaign inaugurated by the K. & H. people in *Collier's*.

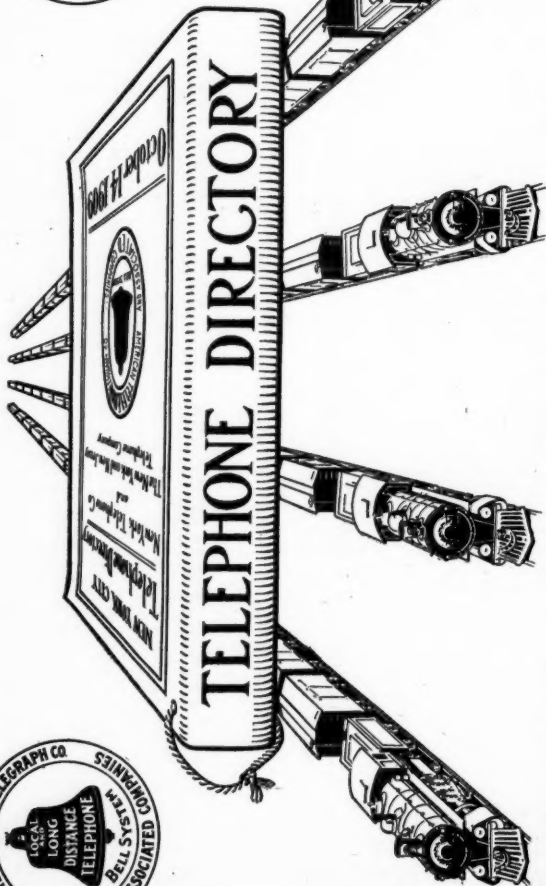
In *The Saturday Evening Post*, which appears to-morrow, we will have a half-page advertisement. This copy was written last May.

Let me ask you a question. If Mr. Beehler had not begun to advertise umbrellas, even though by mail, thereby bringing a new advertised article into the commercial fields, do you think any other umbrella campaign would have actually been started at the present time?

I ask this question because Mr. Beehler told me the day our first advertisement appeared: "Before a year and a half passes we will have anywhere from two to six trailers."

MALCOLM MOORE.

The employees of *Up-to-Date Farming*, Indianapolis, recently held an enthusiastic picnic at which it developed that more than 500 new subscribers per day are being added.



**100 Carloads of Telephone Directories
for New York City each year**

These Directories are everywhere, and are used by everybody. Two millions of people consult the New York City Telephone Directory each day. There is no other publication in

100 Carbons of Telephone Directories for New York City each year

These Directories are everywhere, and are used by everybody. Two millions of people consult the New York City Telephone Directory each day. There is no other publication in the City consulted as frequently or by as many people for the reasons:

That practically all concerns or individuals of consequence are listed in the Telephone Directory.

That the Telephone Directory, being published three times each year, is more up-to-date than any other directory.

That the great tide of the City's business and social activity flows through telephone channels; and, consequently, involves the constant use of the Telephone Directory, which is the official list of telephone subscribers.

The Telephone Directory as an ADVERTISING MEDIUM has a very real value. It brings definite results.

Now is the time to make arrangements for advertising in the fall edition of the New York City Telephone Directory, the advertising FORMS OF WHICH CLOSE ON OCTOBER 9, 1909.

Communicate with Advertising Department, 26 Cortlandt Street, Telephone Cortland 12000, for complete information.

New York Telephone Company

Kicks and Halfpence

"As one goes from John o' Groats to Land's End one gets more kicks than halfpence."—Old Saying.

By Earnest Elmo Calkins

Poster advertising is not the most thorough and resultful form of advertising, but still even in the advertising of to-day the poster has its place.

There is one thing which a poster is peculiarly fitted to advertise and in relation to which the poster has almost the dignity of a medal struck to commemorate the event, and that is in connection with such a festival as the Hudson-Fulton celebration.

In the older countries where the artist of the poster is recognized, no exposition of any kind is given without its particular poster by some man able to do the subject justice. By "doing the subject justice" is meant producing a poster which ranks equally high as a work of art, as an eye catcher and as an advertisement. There are a great many artists who can produce an artistic poster, but very few who can so simplify the details of the idea that the poster will be at once quick-acting and eye-catching, and at the same time fully convey its message.

* * *

It is noteworthy that the Hudson-Fulton art committee has produced a poster—noteworthy, because none of our great shows or celebrations in the past have paid any attention to this legitimate method of advertising. The Centennial, the Chicago World's Fair, and the long succession of others have ignored this form of advertising, which seems naturally to suggest itself to our more versatile competitors on the other side of the Atlantic.

The Hudson-Fulton commission, however, has a poster, which is probably due to the presence of Mr. Jaccaci on the art committee. It is too bad, however, that this poster was assigned to Mr. Blashfield. What Mr. Blashfield pro-

duced was probably a very beautiful painting before it suffered so at the hands of the lithographer, but even as it stood upon Mr. Blashfield's easel, it was not a poster in the strict sense of the word. It was a sort of allegorical mural painting, celebrating the idea.

Nor is it as if we did not have men capable of doing this sort of work at its best. To mention only a few, there are Penfield, Maxfield Parrish, Walter Fawcett,



THE HUDSON-FULTON POSTER.

Wildhack, Cooper, J. C. Leyendecker, and several others who, if allowed to do the thing with the same freedom that the foreign artists are allowed to produce their posters, would have given us something worthy in its way as an advertising poster of the celebration.

* * *

Mr. Blashfield is a mural painter, and his work as a decorator is well known in New York, where

he has been exceptionally successful, but he has not the instincts of an advertiser or of a poster designer in the sense that such instincts are found in such men as Lucian Metivet, Eugene Grasset, Cheret, Mucha, Ludwig, Hohlwein, and other men of that sort on the other side, who are daily producing the work that makes the hoardings of Europe such a delight to the eye.

It seems strange that so little is done in this line in this country where the opportunity is so great. It is largely due to the fact that the committees that arrange all these affairs are never made up of men with any peculiar fitness or qualifications for the position. They know nothing of poster art or poster artists. They know nothing of how this thing is done abroad. They neither want nor take advice from those who do know, and another great opportunity is lost.

Every few weeks there is held at Madison Square Garden a bench show, a horse show, a flower show, an electrical show, and so on, each one offering an almost unique opportunity to make a great poster. Such a poster would be self-supporting, and need cost the advertising department nothing. A good poster, made by a real artist, would so easily sell at a dollar apiece that it would pay the entire cost of the design, and a good design at that, as well as the cost of reproducing it.

* * *

A hat-band manufacturer in Philadelphia, named Wick, acting under the advice of his advertising counsel, George Dyer, produced a college poster by Penfield, which has exhausted several editions at the rate of a dollar a copy. This poster is engaged in advertising this hat band upon the walls of most of the dormitories of the United States to just the class of young men who are its best customers, and these customers paid for the privilege of hanging the advertising there, all because the advertiser had the horse sense to use an appropriate advertisement for the purpose.

With all the miles and miles of billboards in this country, not one hundredth of one per cent of the paper put up is either good advertising or good art, when it could so easily be both. But how can you expect the purely commercial advertiser—the tobacco manufacturer, the clothing maker, the breakfast food producer—to do this sort of work well when the advertising of public institutions, public functions and public festivals is no better done?

* * *

A great hue and cry is raised by municipal and civic art societies about the posters and painted signs around the country which are offensive to the eye and mind. Why do not some of those organizations which act as committees for our world's fairs and other shows, get together and pick out a man who can do the trick, and tell him to make a poster which will be an object lesson to the buyers of colored inks throughout the country?

In Germany a billboard is a work of art. It is divided into eight, or ten, or twelve symmetrical compartments, separated by a molding, and all capped by a beautiful Gothic design holding the entire thing together. Each poster is lithographed to uniform size to fit in one of these compartments. Each one is a work of art and the effect of the whole is delightful beyond description without being other than good advertising.

It is too bad that the Hudson-Fulton commission did not set the pace. The Hudson-Fulton poster is commonplace. It is like everything of that kind that this country has done. It has no originality of conception, it has no eye-catching qualities and none of that bold treatment which would arrest attention anywhere, and which would charm, enliven and refresh by its novelty of appeal. It is lacking in real decorative effect, and it is not a poster that would be bought and cherished as would any one of the thousand posters reproduced all the time for the various festivals, fairs, shows and other gatherings upon the continent of Europe.

Anniversary Souvenir COMFORT

For November,

That Great, Big, Special Number gotten up regardless of trouble and expense to celebrate its Twenty-Second Birthday, will be a

Big Thing All Round

For Our Subscribers, who are expecting, because we have promised, something exceptionally good like our Jubilee Anniversary COMFORT last November, which so delighted them that they still keep writing us about it;

For Its Publisher, who will make the most of it at this opportune season to stimulate general interest in COMFORT, and especially as an effective means of increasing the influx of new subscribers, always large during our aggressive fall campaign;

Best of All for Its Advertisers

It will be the biggest kind of a puller like that famous Jubilee Souvenir COMFORT was a year ago, which the advertisers are still talking about.

Best of All for Its Advertisers

It will be the biggest kind of a puller like that famous Jubilee Souvenir COMFORT was a year ago, which the advertisers are still talking about.

Long will it be remembered, with pleasure by those who got in, and with regret by those who got left out because they applied too late, after every available inch of its advertising space had been spoken for.

The same thing has just happened with our present October number just off the press. Its advertising columns are full; it couldn't carry another inch, and we had to reject a lot of late orders.

We used to advise to order early to secure better position, but now it is send early to make sure of getting in at all.

THIS OPPORTUNITY To Get Extra Value of Anniversary Souvenir COMFORT At Regular Advertising Rate COMES ONLY ONCE A YEAR

The favorable season, the piping good times, COMFORT'S flourishing condition and the popularity of this long-looked-for special number, all conspire to make it the best advertising proposition of the century.

November forms close October 15th. Send through any reliable agency or direct to

NEW YORK OFFICE:
1105 Flatiron Bldg.

WALTER R. JENKINS, Jr., Representative

W. H. GANNETT, Pub., Inc.
Augusta, Maine

CHICAGO OFFICE:
1635 Marquette Bldg.

FRANK H. THOMAS, Representative

ADVERTISING HEALTH BY MAIL.

PHYSICAL CULTURE A RELATIVELY NEW BUSINESS—FIRST TAUGHT BY MAIL FROM UNITED STATES—SOME OF ITS ADVERTISING VERY EXPENSIVELY ADVERTISED—METHODS OF A MAN WHOSE CLAIM IS "I TEACH EACH."

(Special Correspondence.)

CLUN HOUSE, LONDON, E. C.

The most expensive single advertisement ever published in England appeared a few months ago. The *Daily Mail* printed four complete pages in a different color from the rest of the paper, and probably charged \$6,000 for doing it. This was an advertisement of the literature got out by a former strong man—Eugene Sandow. On the same day the *Daily Graphic* had a four-page insert in two colors on coated paper, and another morning paper, the *Daily News*, two pages printed in color on its own paper—all devoted to the same subject.

This physical culture business had only been known here for about seven years. The first concern that advertised on the subject here was Swoboda. He had no quarters in London, but claimed to teach physical culture by mail direct from the United States.

I do not think that this succeeded. At all events, the later developments here have not arisen out of the Swoboda enterprises. They developed independently. Three or four platform strongmen, Saxon, Sandow, and the graceful artist who modestly called himself Apollo, worked gradually into the business. It arose largely from people writing to these piano lifters and asking how they really became so strong.

The general thing that happens with a business of this kind is that a strong man, seeing something in the game, gets a capitalist to back him. Then the strong man gets too strong for the capitalist. The business has to be built up on personality, and if the man with the money does not own the man with the muscle, the latter somehow drags away. As the man

who has the money probably had good reasons for having it, the business more often flourishes while the capitalist owns it than after he is extruded. There have been a good many happenings of this sort; I do not say that such things occurred with any of the giants that have been named above.

A physical culture man who went into the business on rather a different line has a fine class room in Bond Street—the most fashionable shopping street in the most fashionable district of London. This is Mr. F. Meredith Clease. He differs from the other physical culture experts in that he has never been a stage strongman—never, in fact, been anything but a professional teacher of physical culture. He is himself an extraordinarily fine man and a good-looking one. He does not care who knows it. He puts his picture in the advertising, so you can see how strong he is.

He has been a professor of gymnastics in the army, and at a number of first-class colleges. He teaches strength culture through the post, but his offer is distinct. "The Clease method is individual—I teach each." Of course, with a large business there have to be a vast number of form exercises, using the word "form" in the same sense that one uses it in "form-letters." Mr. Clease has about a thousand of these exercises. But they are not served out to each pupil alike. The correspondence is kept up, and a pupil is required to report his own condition and progress. Then the exercises which experience shows to be best for him are sent on.

Mr. Clease claims that his method is different from anybody else's: I gather—not being a physical culture expert myself—that the difference is two-fold. In the first place, the regular course is to make people strengthen their muscles by contracting them. The Clease method is to make you strengthen your muscles by stretching them. Secondly, and as a result of the difference between the two methods, the usual method is to bid the pupil exercise until he is tired. The Clease

method does not tire you: you go on until you feel refreshed, or cannot spare any more time.

This enterprise is supported by some newspaper advertising which would make a copy expert need health exercises to cure him—it would give him such a shock. There is the big portrait of the professor. There are a vast collection of headlines. There is a mass of small type. And it spreads itself across the space, so that you wonder how anyone ever reads it at all.

Incidentally, it administers a violent rebuff to those who express doubt as to whether people really read advertisements. They certainly read the *Cleas* advertisements, and respond to them. The response is got through a book and follow-up system; people do not enter for the course directly from the advertising, they send for a book. A good proportion take the course after they have read the book. Follow-ups take the form of an offer to accept payment by installments. Patients are of all classes, poor as well as rich. The advertisements are inserted chiefly in dailies and magazines. Weeklies do not pull so well. It is practically all done in London publications. Provincial newspapers do not bring business. In constructing his advertisements Mr. *Cleas* is largely guided by indications contained in letters. He reads every letter himself, and directs every course himself. Naturally he has assistants to help in the training rooms at Bond Street, but even here everything is under his own eye. Personality is the essence of the business, and that is the reason that the portrait always forms a feature of the advertisements.

There is a considerable boom in physical culture here, and the taste for it supports several monthly publications and one weekly—*Health and Strength*, which is owned by the way, by Mr. William Berry, the founder of the *Advertising World*, which he turned over to his brother, Gomer Berry, to devote himself to the interests of the healthful and strength.

THOMAS RUSSELL.

The Agent gives character to the Firm, whether as a fop or a boor or a gentleman. So does the Stationery.

OLD HAMPSHIRE BOND

neither overdoes it nor underdoes it; is neither gaudy nor plain; has the fineness of substantiality.

Let us send you the OLD HAMPSHIRE BOND Book of Specimens. It contains suggestive specimens of letter-heads and other business forms, printed, lithographed and engraved on the white and fourteen colors of Old Hampshire Bond. Write for it on your present letter-head.



Hampshire Paper Co.

The only paper makers in the world making bond papers exclusively

SOUTH HADLEY FALLS
MASSACHUSETTS

"THERE ARE NO BIRDS IN LAST YEAR'S NESTS"

but there is money in the banks to the farmer's credit from last year's crops and this year they have about Ten Billion Dollars to add to it.

The Most Prosperous

The farmers as a class are the most prosperous people in the United States today. Their average income is over \$2,000.00 each, and as they raise a good part of their living, they have nearly all of this to spend for advertised goods.

Money to Buy All They Desire

They are the only class outside the millionaire that has money to buy all they desire. The standard of living is continually advancing, and they live better, have better homes, better clothes, and more luxuries than the average city family, but as soon as they are educated to want more they will get it.

The Field Is Unworked

While the farmers have this high standard of living, there is still a great opportunity for pioneers to advertise such things as women's and men's clothing, mattresses, neckwear and haberdasher goods, silks, diamonds and high-class jewelry, modern plumbing supplies, in fact everything that is advertised in the high-class magazines.

Conditions Change

Many advertisers are neglecting this field from ignorance of the changed conditions of the farmers. Years ago the farmer was receiving 40 cents for his wheat, 30 cents for his corn, and 20 cents for his oats and had to curtail his desires; now he is receiving three times as much for his products and improved machinery has made it twice as easy for him to raise them, so while his standard of living has advanced continually his income has run 'way ahead of his wants. He is only waiting to be educated to further desires and new needs and he will supply them

The Most Prosperous Section

While all farmers are prosperous, the most affluent are in the Middle West. The following list of papers covers this section and are the best papers in their territory:

The Farmer's Guide,

Huntington, Ind.

Farm News,

Springfield, Ohio.

Farmer's Voice,

Chicago, Ill.

Farmers' Tribune,

Sioux City, Iowa.

Northwestern Agriculturist,

Minneapolis, Minn.

Register and Farmer,

Des Moines, Iowa.

If you are interested in advertising to farmers we would like to give you further information regarding this field and this list of papers.

MANSUR SPECIAL AGENCY, 1 Madison Avenue, N. Y. City

ADVERTISING LIFTS CELLULOID COLLARS FROM A "JOKE" TO BIG SALES.

"LITHOLIN" AND "CHALLENGE" COLLARS NOW LARGE ADVERTISERS—JOBBER AT FIRST REFUSED TO TAKE HOLD—TRADE PAPERS IMPORTANT FACTOR.

What can be done to a semi-despised line of goods by advertising must be pretty good proof of the power of printer's ink. The sharpest prejudices of the public mind have been seen to crumble away at the incisive attack of good advertising.

Not so many years ago celluloid collars were more or less of a joke. They were worn to some extent by backwoodsmen, farmers, and the cheaper sorts of laborers, but in any sort of polite society were strictly taboo. But for the occasional flings of the writers of the funny paragraphs in the newspapers, the better class of consumers were practically unaware that the celluloid collar actually existed or was worn by anyone.

Important improvements in their manufacture have recently been made, however, and advertising has to-day lifted the celluloid collar out of the joke class. Two large and rapidly growing New York concerns, the Fiberloid Company and the Arlington Company, are now making hundreds of thousands of high-grade collars of this kind annually, and by means of good advertising are constantly increasing sales.


So high has advertising elevated the celluloid collar that to-day, it is declared, clergymen, lawyers, physicians, and even bankers are to be found in the ranks of their devotees. The bulk of the goods, however, is designed to reach the laborer and artisan class, and it is by this class of consumers that the collars are chiefly purchased.

The "Litholin" was the first improved celluloid collar to be advertised and pushed. "It was realized at the outset that we would have a difficult task in overcoming exist-

ing prejudices to a collar of this character," says Edmund J. Levine, president of the Fiberloid Company. "But we knew we had an article so far ahead of the public's idea of what a celluloid collar was—'Litholin' having a waterproof surface applied to a linen foundation—that we were confident of our ultimate success.

"The problem was increased by the fact that 'Litholin' was more costly to produce than the old-time celluloid collar, and had to be retailed at 25 cents. We had, therefore, both to convert the consumer to the idea that we made an article that it would be advantageous for him to wear, and, at the same time, we had to make him pay a good deal more for the goods than ever had been paid before for a celluloid collar.

"Our first move when we started in to push 'Litholin', in 1905, was



STYLE ECONOMY FIT COMFORT

Never Wills Never Folds

The Litholin Waterproofed Linen Collar

Same Style, Same Doll Finish You're Always Worn

THAT'S the great claim about Litholin goods—no one makes any difference, except that you look more when other men's have the dealer's or "the man's" for wear." And as soon as you adopt "Litholin" you save doubt, showing "Litholin" in the work, for the fact, you get that collar and you have the savings. Four collars and two pairs of cuffs, costing \$1.00, will carry you through the year. What you get more is at least \$1.00. Figure a cost—cost and saving.

Collars 25c Cuffs 50c

Remember Litholin Goods are always sold from a Red Box

If not at your dealer's, visit our big warehouse, with everything, and we will mail you a sample. No charge.

The Fiberloid Company, Dept. A, 7 Broadway Place, New York

MAGAZINE AD FOR LITHOLIN.

to overcome a strong trade prejudice against the goods. Jobbers could not be induced to take hold, chiefly because of the price. So we made a direct play for the retailer. Our first advertising campaign, therefore, consisted of using double-page and page inserts in four leading trade journals—*Men's Wear*, the *Apparel Gazette*, the *Dry Goods Economist*, and the *Clothier and Furnisher*. This advertising we supplemented by sending out about ten salesmen, who canvassed the dealers, and got many of them interested.

"This campaign gave us our start, and was so successful that many of the jobbers changed their tune, and stocked up. We have never since then done business di-

rect with the retailer, and it has never been our policy to do so. The step was taken then only as an entering wedge, the trade-journal educational advertising, and the efforts of our salesmen directly resulting in the sales of about 10,000 dozens of the new collars in this initial campaign of one summer.

"Early the following season we started in to educate the consumer through the medium of the magazines. A good-sized list was used, practically throughout the year. Space was taken in such publications as the *Saturday Evening Post*, *Collier's*, *Literary Digest*, *Associated Sunday Magazines*, *Everybody's*, *Munsey's*, *McClure's*, *Cosmopolitan*; also in a number of the leading class publications reaching railroad conductors, motormen, letter carriers, and workmen. Much the same list, with additions, is still used.

"Although an opportunity is held out in our copy to the consumer to buy the goods direct from us, we do not especially seek mail-order business. It represents only about 5 per cent of our total business, and the detail incidental to it is out of all proportion to the actual returns. If it were not for the advertising value of the mail-order end, this method of selling probably would be abandoned.

"One of our chief difficulties has always been, however, finding out just what dealers handle the goods. Jobbers have been appealed to for information along this line, but they have been so suspicious of our wanting to get the names in order to deal direct, that we have got no help from them. Our sole desire in seeking accurate details of the stores selling our product has been to keep retailers supplied with advertising matter and trade helps, but this was something the jobber refused to understand.

"In order to get as complete a list as possible of 'Litholin' dealers, we have tried various plans. First, a booklet, explaining our proposition, and offering selling aids, was sent to every retail furnishing goods store in the country. A return postal went with this and was returned in a good many

cases. This gave us a good many names. Later, we used our trade-journal ads with a coupon to be filled in and returned, and this added still further to our list.

"The best results have come from the plan we are now using, of inclosing a return card in every box of collars sent out from our factory. We are now getting most gratifying results from this expedient, from twenty-five to thirty new dealers who are handling 'Litholin' collars being heard from daily. In all, we now have a list



For
Outdoor
Sports

There's nothing
so satisfactory as

CHALLENGE
Brand
WATERPROOF
COLLARS & CUFFS

They are entirely different from ordinary waterproof collars—never shiny, but have the dull finish, correct style, perfect fit and texture of the best linen collars. They are absolutely waterproof—can be cleaned with a rub.

Sold by dealers everywhere. Collars, 25 cts.; Cuffs, 50 cts. Our new

"Snap-Back" finish permits easy, correct adjustment of the tie.

Let us send you our latest style book.

THE ARLINGTON COMPANY, Dept. B

725-727 Broadway, New York

Boston, 65 Bedford St.; Philadelphia, 500 Chestnut St.; Chicago, 141 Market St.; San Francisco, 710 Mission St.; St. Louis, 505 North 7th St.; Detroit, 117 Jefferson Ave.; Toronto, 50-52 Front Ave.

CHALLENGE COLLAR AD.

of about 10,000 dealers, in all parts of the United States, who are selling our goods, and we are able to use our knowledge of where our collars are sold to get a great deal of advertising effect we could not get otherwise.

"Street cars have been used almost from the start to back up our magazine publicity, and have proved valuable in inducing dealers to stock up. The car campaign began in 1906 in New York City, and each succeeding season we have taken up different sections of the country. The results of this form of publicity have been so lasting in every locality where it

has been tried that we shall probably, in time, take up every important section of the country.

"What advertising has done for the 'Litholin' collar is shown by the fact that in 1908, a year of general depression, our sales of 'Litholin' increased one-third over 1907. Since we began to advertise, there has been no year in which the 'Litholin' gain has not been fully one-third over the previous year.

"We have been able, through our ads, to convince many golf-players and others athletically inclined, that 'Litholin' collars possess peculiar advantages for them, because of their non-wilting character. Their use by this class of consumers is increasing steadily. One large Broadway store I happen to know about even sends goodly numbers of 'Litholin' collars, from time to time, to the country homes of some of the best-known millionaires."

The story of the advertising of the "Challenge" collar, made by the Arlington Company, is much the same as that of "Litholin," except that it has been on the market only a little more than a year. In that time, says Francis A. Gudger, third vice-president and advertising manager, this collar has made marked progress, for which the advertising is almost entirely responsible.

"BREEDER'S GAZETTE" EDITOR ON TARIFF COMMISSION.

Additional evidence that when it comes to serious work the government turns to newspapers and magazine men is furnished by the fact that one of the three men whom President Taft has just appointed on his Tariff Board of Commissioners is Alvan H. Sanders, editor of the *Breeder's Gazette*, Chicago. Mr. Sanders has edited the *Breeder's Gazette* in a manner indicating full competence to dig up business-like and authoritative facts upon which to base a still better tariff.

The *Kansas Farmer* has just issued a very interesting booklet which gives pictorial and editorial glimpses into the wealth of Kansas in a way that is most convincing. Every phase of farming is touched upon and pictures of individual farmers at work and in their homes, as well as in their autos, are shown. An interesting chapter relates to the most romantic increase of land values in Kansas—from \$10 an acre thirty-five years ago to as high as \$175 per acre to-day.

If you want impressive business stationery at a moderate, usable price

Write us for our *free* Portfolio of Specimen Letterheads, showing the handsomest printed, lithographed, embossed and engraved business stationery that money can buy.

You couldn't imagine *more impressive* stationery than this. Yet *any* business can afford it in *unlimited* quantities because it is produced on

CONSTRUCTION



Altho near the pinnacle of *quality* this paper is moderate in *price*, because it is sold *direct* to responsible printers, lithographers and engravers, *never* thru jobbers, and *only* in quantities of 500 pounds or more.

This plan *cuts out* the *jobber's* profit, *saves* the *expense* of handling *small* lots, and puts the saving in your pocket so that you secure *impressive* stationery at a *usable* price,—if you secure Construction Bond.

How to Get It

Write us on your *business letterhead* for the *free* Portfolio of Specimens and we'll also send you the names of the printers, lithographers and engravers in your vicinity who *recommend* Construction Bond as the *best value* they can give you in *high grade* business correspondence paper. Their estimates and the *quality* of Construction Bond will *prove* the *unusual* value. Write us today on your *business letterhead*.

W. E. WROE & CO.

302 Michigan Boulevard, Chicago

When deciding what agricultural paper to use in Minnesota just keep these figures in mind.

FARM, STOCK and HOME

Has 100,000 Circulation

Forty cents a line up to 1500 lines in one year.
Thirty-eight cents a line between 1500 and 2500 lines.

Thirty-six cents a line over 2500 lines.

Full page, \$265.00 per issue.

Lowest rate per line per thousand circulation in the Northwest.

Brings replies and makes sales cheaper than any other.

We have the proof.

Remember the WHEAT CROP ALONE in
FARM STOCK & HOME'S territory
is going to show over

Fifty Million Dollars Profit

to the grower, on a conservative estimate.

If you want to know more about FARM
STOCK & HOME and the purchasing
power of the Northwestern farmers, address

Farm, Stock and Home Co.
MINNEAPOLIS MINN.

WHAT A GOOD CATALOGUE SHOULD BE.

HOW SPECIAL ADVERTISING ABILITY HELPS—TYPOGRAPHICAL APPEARANCE—LAYOUT ILLUSTRATION ARGUMENT—PUSHING IT, AFTER IT IS ISSUED.

By J. K. Schumaker.

Out of a hundred and fifty catalogues which come to a manufacturer or dealer in the course of a year, a trained advertising man will probably find only fifteen or twenty which can be called good advertising by the most liberal estimate.

One need not go far to locate the reason. Catalogues are older than almost any other form of advertising. They were made a certain way years ago, and thousands of concerns get so deeply into the habit of getting them out in this way that it takes derricks and crowbars to get them away from their long-continued method. In the case of a new concern, the trouble is that they have seen so many poor catalogues for so long that they have no standards of comparison by which to know how to get out something really good.

The first quality of any salesman that you think of is *salesmanship*, of course, just as you think of lifting power when you think of a crane. But why is it that when it comes to catalogues, so many concerns leave out advertising salesmanship? Why do they let their catalogue-salesmen (costing thousands of dollars oftentimes) walk out of their mailing office with nothing but the dryest listing of goods on sale?

Wouldn't it be foolish to leave a store salesmanless, with only order blanks on the counters, and trust that goods will be sold by customers coming in and looking at the shelves of goods? Yet just exactly that is what thousands of catalogues, especially in technical and semi-technical lines, amount to to-day.

The issuing of a catalogue is the annual awful burden in the office of many concerns. It is turned over to the bookkeeper, or

the stenographer, or to almost anybody who will take it, *except* the advertising men, who know how. It comes out late, the making of cuts and the layout is schemed out amateurishly, and many other mistakes are made which cost, in the end, more than if the job were given to professional advertising men.

Catalogue making is a very distinct technical branch of advertising, especially when catalogues are large, and are intended for trade



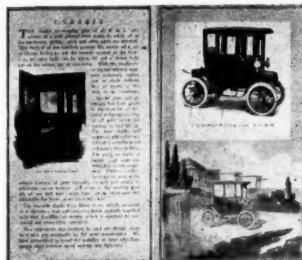
NEAT CATALOGUE PAGE LAYOUT.

which does not merely automatically trade with the house. The maximum of salesmanship and display for the least cost per page per thousand is not a fresh correspondence-school graduate's job to attain. In a large catalogue the cost of cuts alone is a most formidable item (to say nothing of the care and indexing of the cuts), and a misjudgment may mean \$1,000, more or less, added to the cost unnecessarily. The use of correct judgment in utilizing the cuts already on hand and in the making of new ones is most vital, but economy is not the sole gain—to know the *cheapest* method is not always the most effective method.

but should take the proposition apart and demonstrate, point for point, just how, and where, and why, it is made better, works better, and saves money. Nothing in the world makes a deeper impression than definite facts.

There is always a way to make a product stand out above the others, no matter how much alike they may seem, and the stronger the individualizing argument is, the greater the selling power.

As to the actual listing of goods, there are ways to avoid the dry



CATALOGUE TYPOGRAPHY IN KEEPING WITH GOODS.

stock-list appearance. Each article ought to be given a salesmanlike head, and the description ought to cover the article thoroughly, from the standpoint of the consumer. The special advantages of each piece ought to be brought out clearly, and boldly, and the description should always be more than a jobber's description, dry and technical.

The catalogue ought to be printed for use and neatness and effectiveness, not for ostentatious display or to gratify a printer's vanity. A good, attractive, practical cover, with a salesmanlike line on it, is a very important thing.

After the catalogue is out, it ought to be *pushed*. The aim ought to be, after a good salesman-catalogue is printed, to get it into the hands of as many prospective customers as possible. It should be given prominent place in advertisements and no expense and effort spared to make the catalogues get to work.

Advertising in the Dog Days

August, 1909

Following continuous increases each month since the first of the year, The Chicago Record-Herald, during August, Nineteen Hundred and Nine,

Gained 305 Columns

in display advertising over last August, the total exceeding by far the amount published during any preceding August.

Circulation and advertising books open to all

The
Chicago Record-Herald
NEW YORK OFFICE
437 FIFTH AVENUE

THE Southern Ruralist

ATLANTA, GA.

COVERS THE SOUTH

Guaranteed Circulation
125,000 Copies

Proof of Circulation and Statement of Distribution by States, also sample copy of paper sent on request.

Southern Ruralist Co.

20 S. Forsyth St.

ATLANTA, - GEORGIA

Farm Progress

ST. LOUIS, MO.

150,000 Circulation

The only agricultural semi-monthly publication of **large** circulation in the Southwest.

Farm Progress carried 77,619 agate lines of paid advertising in 1907, 125,847 agate lines in 1908, and the record for the first nine months of 1909 is 148,848 agate lines. The **increase** for the first nine months of 1909 over the same period for 1908 is 56,448 agate lines. Farm Progress has carried more paid advertising by 23,001 agate lines in the nine months of 1909 than it did for the entire year of 1908.

This is a business gain unequalled by any other American Farm Journal

Rate—flat 50 cents an agate line

Forms close second and fourth Mondays.

Farm Progress circulates entirely among farmers. Map showing where it goes sent upon application to

HOME OFFICE: FARM PROGRESS, ST. LOUIS, MO.

New York Office
A. K. HAMMOND
366 Fifth Ave.

Chicago Office
GEO. M. BURBACH
1246 First National Bank Bldg.

Kansas City, Mo., Office
MART J. BARRONS
351 New York Life Bldg.

SELLING TELEPHONES TO THE FARMER.

WESTERN ELECTRIC COMPANY'S ENERGETIC CAMPAIGN IN FARM PAPERS TO SELL MORE TELEPHONES—SPLENDID RETURNS—TWO KINDS OF COPY USED.

By Arthur K. Willyoung.

The most significant evidence of the progress of the farmer is the extent to which telephones are now in use in the rural districts.

There are some states in the Central West where practically nine out of ten farms now have modern telephone service, and apparently the day is not distant when the telephone will be as vital a necessity on the average farm as the cow or the hayrick.

A good many rural telephones had been sold and installed up to about a year and a half ago, when the Western Electric Company saw the immense importance of the farm field and went into it with a big campaign. The Western Electric, which has been the chief factor in the development of the telephone of to-day, sold its entire telephone output up to 1908 to the Bell Telephone Company, and made no attempt to get other business.

The company early last year completely changed its business policy. Its already great plant was enlarged by the building of several new factories, its output was heavily increased, and it began to sell equipment of the same quality as it has been selling to the Bell interests for years to any one who had the price.


"Our campaign has centered almost necessarily in the rural and farming districts," says Howard M. Post, advertising manager for the Western Electric. "The Bell Company has always made its chief efforts and attained its principal development in the big cities and the smaller towns." There was consequently no need for us to go after that business, as we got it anyway.

"The Western Electric's first step in preparing for this campaign was to obtain the telephone statistics for the entire country—

Bell development and independent development—in order to determine how many farms were already equipped. This we did state by state. We found that in one state the percentage of rural telephone development ran as high as 87 per cent, while in several others it reached 70 per cent. This was in the North Central and Central Western states. In other states, particularly in the South and Southwest, the figures frequently were not higher than 10 per cent.

"In other words, the farming sections fell into two distinct

Western Electric Rural Telephones



are a necessity to all farmers. They furnish and in operation the same show that they save well more than they cost the cost of installation, which is first then half a hole of cotton for each subscriber. In such communities, at any time, a city or town leader or agent is possible to get small Western Electric Rural Telephones. The telephones of proven reliability and low maintenance expense.

We have brought the rural telephone within the reach of every farmer and with our Free Bulletin No. ... before him a key can install and operate the system. Our telephones are guaranteed.



Write us a letter or postal or cut out this advertisement, write your name and address on the margin and mail it to day to the Free Bulletin No. ... before him a key can install and operate the system. Our telephones are guaranteed.

WESTERN ELECTRIC COMPANY

Chicago, Ill.

A FARM PAPER THAT BROUGHT BIG RESULTS.

classes. In the first class the farmers were fairly familiar with the advantages of the telephone. In the second they knew little or nothing of them.

"Farm journals, naturally, were made the backbone of our campaign. These were strongly backed up by a liberal use of space in a large number of country town papers having circulations of a few hundred each, largely among farmers. A good many of the regular farm editions of large daily newspapers in the larger cities were also used—such as the Kansas City Star, Atlanta Constitution, Memphis Commercial-Appeal, Portland Oregonian, San Francisco Examiner, Spokane Spokesman-Review, San Antonio Express, Fargo Forum and Republican, etc.

"The picking of mediums was no light or easy undertaking. The plan followed was to secure a circulation in each state equivalent to the number of farms in that state. For instance, if there were 250-

000 farms in a given state, we tried to get mediums which would give us a total circulation of at least 250,000 for our telephone talk.

"In making up our list, we went over the entire number of about 400 farm papers, and eliminated all those of doubtful value. Selecting those we considered good, we again carefully went over the circulation statements of the others, and took enough of them to give us a national circulation without undue waste.

"At present we are using about sixty farm papers, but the list will be somewhat larger next month."

Mr. Post says that the farm papers now carrying the Western Electric's telephone ads represent the cream of the publications of this class. Among those on the list which he mentioned are: *Breeders' Gazette*, *Farm and Fireside*, *Hoard's Dairymen*, *Successful Farming*, *National Stockman and Farmer*, *Orange Judd Farmer*, *Progressive Farmer*, *Ohio Farmer*, *Home and Farm*, and the *American Agriculturalist*.

Backing up the farm paper publicity, there have been used about 2,000 small local papers. "There is a big difference between sealing a farmer a telephone and selling him a wagon," declares Mr. Post. "To get him to buy a wagon or a commodity of that kind, it's only necessary that he alone see the ad. With a telephone it's different. The problem of co-operation enters into the matter. In other words, to sell the farmer a telephone, it's necessary to help him get the co-operation of his neighbors. Unless they become interested he usually sees little advantage in the 'phone proposition. It was for this reason that the small country newspapers were taken up on a large scale. All the farmers in a given community probably never read the same farm journal, but often practically all of them do read the small paper of their nearest town. Therefore, the problem of bringing about co-operation in buying a telephone is greatly simplified when the farm paper ads are supplemented by the small-paper space.

"In trying to sell the farmers

telephones, we have used two entirely different kinds of copy. In the North Central, Eastern and Pacific states, where the percentage of rural 'phone development is greatest, and the use of the telephone is pretty well understood, the copy has been almost solely designed to show the superiority of Western Electric apparatus.

"In talking to the farmers of the rest of the country, the copy has been almost wholly educational. The immense advantage to the farmer of having his home always within instant communication with the general store has been graphically set forth and has sold many thousands of telephones.

"Another style of educational copy most fruitful in results has been one used in the South, showing the cotton grower the financial advantage of always being able to keep in constant touch with his broker or the market. Farmers have also been constantly reminded of the value of the telephone for summoning a veterinarian post-haste in case of the serious illness of a horse or cow, of the inestimable benefit of being able to receive storm warnings from distant points in time to protect or save their crops, etc.

"Many interesting sidelights on how to advertise to farmers have developed in the course of the Western Electric's campaign. For instance, I have discovered that there is an advantage, when it comes to getting down to price, in talking cost in terms of cotton or wheat, rather than in terms of actual money. In the South, we tell the grower how much the telephone will cost him in bales of cotton and in the North he is shown how few bushels of wheat will pay for an installation. I find the producer is more likely to become interested when he's shown that he can pay for a telephone with what he already has. Again, this method has the advantage of talking on the farmer's own side of the fence. You get right down to his own crops with him. There's less danger of talking over his head.

"Another point—we've given the farmer a clean shave! This has

not only given us a more consistent sort of copy, but has helped the pulling powers of the ads.

"Another discovery has been that the average farmer is much more likely to reply to an ad if he isn't asked to do much writing. When we carry our series of ads to the point where the farmer ought to begin to be fairly well educated as to the uses of the 'phone, we invite him to write for a booklet, 'How to Build Rural Telephone Lines.' This gives him simple diagrams and all needed information in the briefest way. In asking him to send for the book, however, we did not care to crowd our matter with a coupon, so we finally decided to ask him simply to write his name and address on the margin of the ad and send it to us.

"This also has proved a big success. The average farmer isn't much given to letter writing, and this easy way of clipping the ad and sending it in appealed to him. We found we got a substantial increase in inquiries as soon as the idea was put in practice. Half of the total telephone sales of one of our eighteen branch houses originates with these clipped ads. Considering that ours is not a mail-order business, this strikes me as a remarkable result."

There have been sold so far as the result of the Western Electric's rural campaign, it is stated, about 250,000 telephones. These with their equipment represent an outlay by farmers for the telephone apparatus of this company alone, during the last eighteen months, of virtually \$6,250,000.

The annual appropriation set aside for exploiting Western Electric telephones for farm use is about \$150,000, but the company's total expense for all its publicity is much greater. Exactly 2,123 mediums of all kinds are now used for advertising its many specialties, while the number of individual pieces of copy run during September is 4,279. This is said to be about an average month.

"Our rural campaign has proved so successful that next year we shall probably spend half again as much more along the same lines," says Mr. Post.

In the Middle West

THE AGRICULTURAL EPITOMIST is the favorite farm paper in 225,000 farm homes. It is one of the best edited, best printed farm papers in the country, and is close to the hearts and pocket-books of its readers.

It is twenty-eight years old and is still growing—*fast*. 80,000 new and renewal paid-in-advance subscriptions have been received since July.

Advertisers are enthusiastic over the prospects for an immense trade among farmers this year. They recognize THE EPITOMIST as one of the greatest business-bringing forces they can use, and are taking advantage of the opportunity it offers of reaching a great number of farm people.

We want to tell you more about this great monthly farm paper and show you why it will pay you to include it in your list for the coming season.

*May we send you the
Facts and the Proof?*

The

Agricultural Epitomist

SPENCER, IND.

or

TAYLOR & BILLINGSLEA

626 First Nat'l Bank Bldg., Chicago
156 Fifth Ave., New York



In Printers' Ink, issue of Sept. 1st, we told you the examiner of the Association of American Advertisers had made a visit to Syracuse, N. Y., and had discovered that "*something had happened.*"

In the issue of Sept. 15th, we told you that after an exhaustive examination of the circulation of the three daily papers, the examiner had made a report, which shows that the

Syracuse Evening Journal

now has a net paid circulation of 27,679 copies and had furnished a certificate to that effect.

We suggested that the other afternoon paper be called upon to produce a certificate of the finding of the examiner in their case. *As far as we have been able to learn, no advertiser has been successful in this direction.*

The SYRACUSE EVENING JOURNAL has nothing to hide, is proud of its growth and success, cheerfully submits to any legitimate investigation, and frankly and freely publishes the result.

Why should not its heretofore boastful afternoon competitor do likewise? WHY?

SMITH & BUDD CO.
Advertising Representatives.
THE SYRACUSE JOURNAL.
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Third National
Bank Bldg., St. Louis.

ON CANADIAN EDITION, AND WESTERN CANADIAN AD- VERTISING.

WINNIPEG, Sept. 10, 1909.

EDITOR OF PRINTERS' INK:

The possibilities of trade between the United States and Canada, in spite of the tariff barriers, were set out in an excellent manner in the special articles in your issue of September 1st. The publication of this data will be of inestimable value to the readers of your excellent journal on both sides of the border. Here in Canada the impression prevails that the American advertiser is not alive to the possibilities of trade in this country, especially in the West, but the attention you are giving the subject will be beneficial to all concerned.

In giving the population of the chief cities in Canada I note you quote from the 1901 census. Unintentionally this does a distinct injustice to the two chief Western cities, Winnipeg and Vancouver. You quote the population of Winnipeg at 42,342, whereas it is upwards of 130,000. Vancouver is now a promising city of about 100,000. The enormous growth in population of these two centers illustrates how the West is growing.

A statement recently prepared by the Winnipeg Telegram places the value of this year's crop at \$157,292,999. The labor involved in handling this crop is estimated at \$5,000,000. The building operations in Winnipeg and the three prairie provinces for the year will be \$20,000,000, while the railways have spent and are still spending possibly fifteen millions in construction.

The population and the wealth of Canada are rapidly gravitating towards the middle West. The enormous purchasing power of this territory largely accounts for the fact that Canada has become Uncle Sam's third best customer, as shown by the following trade returns:

U. S. exports to Great Britain for 1908.....	\$580,663,522
U. S. exports to Germany for 1908	276,922,089
U. S. exports to Canada for 1908	167,035,947

While the American advertiser is now giving more attention to trade with Canada, still many well-known firms have not done the business they should, because of the fact that their advertising is chiefly confined to the States of the Union. If they have a small amount left over from their advertising appropriation, these advertisers take half a dozen billboards or street cars at as many points, at a total expense of probably \$500, and congratulate themselves and their principals that they have "covered" Canada.

What a costly error! A stretch of country three thousand miles from Vancouver to Halifax, to be handled by the use of a few dead walls in the larger centers of population. Leaving out of their calculation the absurd possibilities of advertising United States-made goods in this feeble way in Eastern Canada, here in the West a plan founded on

this basis is regarded as a humorous delusion.

Never in the history of Canada has there been such an immigration from the Middle and Western States as exists to-day. The official figures for the first three months of this year show that in the months of April, May and June the immigration from ocean ports in 1909 was 41,318 as against 48,566 for the same three months of 1908. From the United States the total figures for the three months of 1909 were 32,924 as against 20,407 a year ago. It will be observed that the numbers entering this country from the great republic show quite an increase, though there was a shrinkage in the influx from Europe.

There are no better settlers in the great wheat-producing provinces in Western Canada than those from the Middle and Western States. They are the very best type of citizens and in most cases bring with them visible assets of from \$1,000 to \$2,000 per head. It is this class, people familiar with American advertised goods, who still buy the goods they were accustomed to, when properly advertised in papers having a circulation in their new Canadian homes.

C. A. ABRAHAM.

TRADE PRESS CONVENTION.

The Federation of Trade Press Associations is preparing to hold its fourth annual convention in New York September 27-28 during the Hudson-Fulton celebration. The Hotel Astor will be headquarters, and among the topics to be discussed are "The Changing View of the Trade-paper Advertiser and the Publisher's Duty in Consequence," "The Trade-paper's Place in the Development of Our Natural Resources," "The Larger Service of the Trade Paper to Its Advertisers," "How to Create Favor for the Trade Paper," "The Relation of the Business and Editorial Departments." The annual banquet will take place on the evening of September 28th.

BIG BANKERS ENDORSE ADVERTISING.

H. S. Williams, of Atlanta, Ga., who enjoys the distinction of being president of more banks than any other man, made a fine address before the banker's national convention at Chicago last week, and among other things said:

"Bankers were a long time in learning and appreciating the value and the earning capacity of printer's ink. Formerly it was 'undignified' for a bank to advertise. It was against the code of banking ethics. Now advertising is recognized as a part of the bank's necessary business equipment. The bank has something to sell. It has a merchantable commodity to offer to the public. It has its integrity and its financial soundness. Banks are no longer hiding their light under a bushel. They are telling people about themselves, as they should do."

"Dear Mr. Wilson:

"I just took a look over the new AMERICAN MAGAZINE, then took a second look, then—I took my hat off to you and yours.

"If you don't make a ten strike, I am ready to quit. I thought the AMERICAN was just about right before, but, if it was worth ten cents then, it is worth a half dollar now. Talk about human interest, it is simply crowded into the AMERICAN!

"To the student of advertising, there can be no question as to the value of a medium that contains the literature which is found in the AMERICAN MAGAZINE."

The above was written by a leading advertising agent. It is one of hundreds of letters that have been received in the past few days expressing approval of the greater AMERICAN MAGAZINE.

November will be a greater issue and a greater advertising opportunity.

Forms are now closing.

Copy should be sent *at once*.

THE PHILLIPS
PUBLISHING CO.

341 FIFTH AVENUE, NEW YORK
153 LA SALLE ST., CHICAGO

MAKING HOUSE ORGANS PAY.

SOME EXPERIENCES, ILLUSTRATIONS, AND SUGGESTIONS—VARIOUS TYPES OF HOUSE ORGANS—TRENTON POTTERY EXPERIENCE—A REAL ESTATE ORGAN—REACHING DEALERS.

By Frank H. Holman.

The air is full of house organs. At a careful estimate of those of the better kind, I should say there were at least 500 printed. PRINTERS' INK, some months ago, published lists of those then published. Elsewhere in this issue is a list of still more, not included in the previously published lists.

Obviously, there is real, tangible value in house organs, and the question now "before the house" with advertisers is how to make house organs pay still better. Many advertisers are so obsessed with the excellence of their sheet that they haven't yet given up the hope of securing second-class mail privileges. Wonderful is the faith of man! Still others dream of getting masses of advertising that will make the *World's Work*, *Review of Reviews*, *McClure's*, etc., look like a grocery sheet.

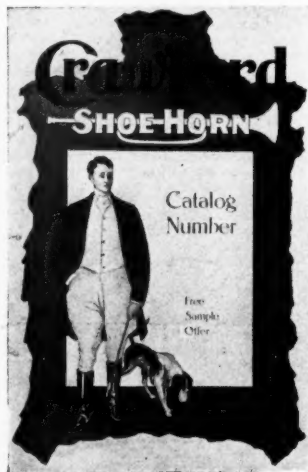
Except in a few cases, it isn't profitable to excite one's self about the advertising one might be able to entice—or club—into a house organ. The "hold-up" game is rather ancient, and works for a time, but it gets tired after a while. Outside of the little family of mutual advertising interests, one can expect few others to advertise in a house organ.

There is a distinctly good reason why one should not go beyond certain very narrow limits in securing "outside" advertising for a house organ. The entire basic idea of a house organ is to accentuate the individuality of the concern. More than a certain limited amount of advertising submerges the individual, direct appeal of the publisher, and ranks it into the class of the magazine or trade paper—which though some advertisers fail to recognize it, weakens their house organ instead of strengthening it.

The strategic value of a house organ in disseminating advertis-

ing to the right spot, in a periodic, individual way, cannot be overestimated. The house organ fits into the selling scheme in a most remarkably effective way.

House organs must be classed into several general divisions—those reaching dealers, those reaching consumers, and those reaching branch offices, agents, or employees. The best house organs are those which reach dealers and consumers. Those addressed to dealers are often the most snappy and bright. Too many house organs are filled up simply with jokes and smart things, and too little with straight-from-the-shoulder business argument. Some house organs are not



CATALOGUE NUMBER OF A HOUSE ORGAN.

printed right, others fail in using them properly, but most of them fail for want of practical salesmanlike matter in them. They are started with much *éclat*, but the burden of keeping them up often proves too much, and they degenerate.

Individual experience with house organs is very valuable, and will give the best further hint of making house organs pay.

The *Silent Partner*, published by the Globe Machine and Stamp-

ing Company, Cleveland, was begun in an effort to get closer to the trade, but while it was splendidly printed its edition of 1,000 was not particularly noticed until a good writer was secured to put time and energy into it—human-nature selling talk, which entertained the average type of mind while it talked business. The first page was filled with short, snappy paragraphs, and there were few dull lines in it.

In six months requests began to come in for back numbers, and recipients asked that friends be sent a copy. Its list rose to 2,000, and a circular asking recipients if they wanted it another year brought 89 per cent of replies—many with complimentary words. Since then the *Silent Partner* has increased its list to 10,000—several thousand of whom pay for it, on a special rate of 50 cents, always made at the beginning of a new volume. The rest of the year the rate is \$1. Big firms subscribe for employees, and when the issue is late, complaints come in.

The *Silent Partner* now contains other advertising to an extent which the publishers believe does them no harm—though sometimes \$500 a month advertising revenue accrues.

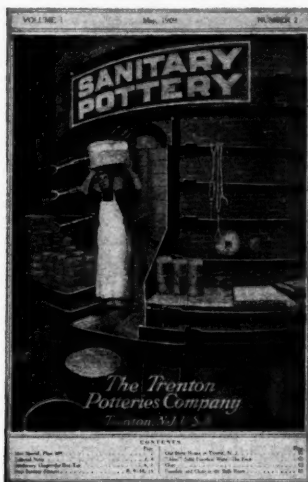
The Trenton Potteries Company, the largest manufacturers of sanitary pottery plumbing fixtures in the world, have an excellent little house organ, called *Sanitary Pottery*—a very good name, by the way, since it strongly individualizes the paper with the company. The company sells only to wholesale plumbing supply houses, here and abroad, to whom the house organ is addressed.

"These wholesale supply houses take our wares," says A. T. Block, of the company, "and fit them up with Nickel Plated Brass trimmings, or whatever is desired, and in turn sell them to the plumbers, and plumbers retail them to the consumers. While we send catalogues and other printed matter to plumbers and consumers, we do not quote any prices.

"For some time we have carried on an extensive campaign among wholesalers and plumbers, but we

had done very little advertising to the consumer. On account of the extent of our line, it has been practically impossible to acquaint plumbers and architects with the details of the sanitary advantages of sanitary pottery fixtures, and we decided that before going to the consumers it was absolutely a necessity that all members of the trade be so well informed as to our goods as to be in a position to handle inquiries which might come to them from consumers.

"It was, therefore, decided to publish the house organ, *Sanitary Pottery*, and to present in this



house organ in an attractively printed and worded form, the merits which our goods possessed.

"The first point we considered was as to the matter which would go into this house organ, and it was decided to stick closely to matters of information concerning how the goods are made, of what the goods are made, the advantages of various fixtures for certain installations; to illustrate large buildings in which our goods are in continual use, and also to illustrate each month the new fixtures which we are making, with the idea that copies of this paper

filed consecutively would be practically a complete catalogue of our new fixtures.

"Inasmuch as we figured on the possibility of being able to get a mailing list of only such architects, engineers and plumbers as we knew to be interested in the improved sanitary fixtures, we decided to eliminate from our paper, as far as possible, all foreign matter, such as jokes and stories, which do not pertain directly to our proposition. In preparing the mailing list we wrote to the various large wholesale dealers throughout the country to whom we are selling, stating that we contemplated publishing this paper and asking that they furnish us with a list of architects, plumbers and engineers."

Middleby's Messenger, published by Jos. Middleby, Jr., Inc., importer, manufacturer and dealer in bakers' and confectioners' supplies, is an excellent little publication, though not up to the very best typographical or copy ideas. Says Ralph Thompson, advertising manager: "We are issuing 3,000 copies a month, and have found the *Messenger* to be a very great help to us in not only securing new customers, but in selling old customers more. It also has a large influence, we believe, in creating interest among the members of our sales force."

A house organ excellent in purpose, and especially good in cover design and practical matter is *The Report*, issued by the Hopkins & Allen Arms Co. Says E. M. Benson of the advertising department: "Through *The Report* we inform the trade of any new goods we make, or advertising matter we have for their use. We have published it for a year and a half, and now consider it one of our strongest assets. We started with a small circulation, and have steadily increased it month by month."

The White House Message, issued by the Brown Shoe Company, St. Louis, goes to 30,000 merchants all over the country, and is regarded by the company as a most important part of their advertising. *The Proof*, published by the same company, is a large

and rather unwieldily printed house organ, but contains good matter.

Klee & Company, clothiers, New York, issue the *Klee Bulletin*, addressed to dealers, which is an example of a very inexpensive yet lively house organ. "We have found our *Bulletin* a valuable aid in developing new trade, and increasing current accounts," says the company. "We owe many a new customer to its columns. The editorial on our first page will convey the main purpose of our efforts, viz., educating the trade to the fact that New York as a tailoring center is unapproached and unapproachable, and also advocating the usage of our name and the wisdom of furnishing mailing lists."

"We are making rapid progress in this campaign of education, and expect to continue the issuance of the *Klee Bulletin* indefinitely. Our salesmen are unanimous in their declaration that our weekly has been a great factor in aiding them to secure new accounts."

The Charles Lawrence Company, dealers in fancy groceries, Boston, publishers of *The 103 Hustler*, a house organ, some time ago asked their salesmen to report on the value of the paper. To the question "about what per

cent of your customers read *The Hustler* each month?" two said 100 per cent, four said 75 per cent, and one said 20 per cent. To the question of sales benefit from it, every salesman replied in the affirmative.

Browning, King & Co., clothiers, New York, get out an unusually well edited and pretentious house organ, which helps business.

Dry Goods
REFLECTION



Wm. Partridge & Co.
Manufacturers

January 1900

JOBBER'S
HOUSE ORGAN.

Wm. Galloway's First Ad.



JAMES M. PIERCE
Publisher, Pierce's Farm Weeklies

Mr. James M. Pierce,
Des Moines, Iowa.

Dear Sir:

The first advertising contract I ever placed in my life was with the IOWA HOMESTEAD. That experience was my first proof of the value of advertising.

My office force consisted of only one, with business in proportion, when your representative called on and commenced to tell me of the merits of the IOWA HOMESTEAD, with which I was already familiar. My father had always taken the IOWA HOMESTEAD on the farm, and it was by answering an advertisement in this paper that I got my first start as an agent selling from farm to farm.

I was, therefore, in a position personally to know the worth of the IOWA HOMESTEAD as an advertising medium, and yet I must confess I hesitated, for it was a big venture considering the state of my business. However, I finally signed a contract for \$83 worth of advertising in the IOWA HOMESTEAD, really feeling as though I had entered into a big contract. I will be frank and admit that it took more nerve to contract for \$83 worth in those days than it does now to appropriate \$100,000 a year for advertising. But the venture was a good one, and the results which that \$83 contract brought demonstrated to me what advertising would do. From that day my business began to grow.

I have no hesitancy whatever in saying that the IOWA HOMESTEAD has always made good. It is a business principle of mine that we must always be represented in all the PIERCE FARM WEEKLIES. If we are to be represented in any papers it is in them first. So far as advertising in papers like PIERCE'S FARM WEEKLIES is concerned, it is a simple case of going out and buying sales at so much each. When I made that first \$83 contract it fairly took my breath away, the amount of money involved seemed so large and I was not sure whether I would make it back or not. But I did make it back many times over. Since then I have paid the IOWA HOMESTEAD thousands upon thousands of dollars for advertising, and I can conscientiously say that I attribute my success largely to the start I made in the IOWA HOMESTEAD several years ago.

Yours very truly,

WM. GALLOWAY, President.
WM. GALLOWAY CO., Waterloo, Ia.

This is one of a number of letters recently received from successful advertisers who largely owe their success to a small start in the IOWA HOMESTEAD; another being from Henry Field, the celebrated seedsman of Shenandoah, Iowa, who began with a small ad in the HOMESTEAD, and another from McDonald Bros. Pitless Scale Co., Pleasant Hill, Mo., who, by advertising, first started in the IOWA HOMESTEAD, have established, in a small Missouri town, one of the largest and most complete scale factories in the world. All three of these advertisers are, in their seasons, heavy users of space in each of PIERCE FARM WEEKLIES. For sample copies, rates and more information about the successful advertisers who use the PIERCE FARM WEEKLIES, including the WISCONSIN FARMER of Madison, Wis., the FARMER & STOCKMAN of Kansas City, Mo., and the IOWA HOMESTEAD of Des Moines, Ia., address, PIERCE'S FARM WEEKLIES, Homestead Bldg., Des Moines, Ia.

A DOLLAR—MEX A DOLLAR—UNI

Both dollars are the same size and of silver. But, my, what a difference

The Kansas City Weekly Journal's Harvest Number, with a 250,000 circulation of paper and ink. But there's as much difference in value as the Mexican and

Confidence in The Kansas City Weekly Journal has for 55 years been in Farm items, Dairy notes and like information.

The confidence of the Southwest in the Kansas City Weekly Journal gives

October 21, 1909, we will issue our Annual

Harvest Number Quarter-Million

40c. a line

When you advertise in the Weekly Journal's Harvest Number you opportunity augmented their already opulent bank accounts by the proceeds of their Business

The direct way to the Southwest farmers' purse is through the Kansas City Weekly Journal—reasonable—40c. a line for a quarter-million circulation among good old farmers

Send copy direct through any recognized advertising agency or to

The Kansas City

ESTABLISHED

Kansas City

HAND, KNOX

Publishers' Representatives

NEW YORK
Brunswick Building

CHICAGO
Boyce Building

-MEXICAN and -UNITED STATES

at a difference in value!

h a 250,000 circulation, is the same size as other 250,000 circulations and of
the Mexican and United States dollars.

55 years been undefiled. Every reader believes in its Telegraphic news, its

ly Journal gives it its value and pulling power.

st Number

illion Circulation

0c. a line

ber you open the way to the hearts of the Southwest farmers, who have
of their Billion-Dollar 1909 crops.

the Kansas City Weekly Journal's Harvest Number. The cost is most
good old friends.

or to

as City Journal

ABLISHED 1854

as City, Mo.

OX & COMPANY

s' Representatives

ST. LOUIS
Victoria Building

KANSAS CITY
Journal Building

We are the exclusive
National Selling Agents
for the space of more
than three-fourths of the
cars in the United States,
Canada, Cuba, Mexico,
Porto Rico, Brazil and
the Philippine Islands

STREET RAILWAYS ADVERTISING COMPANY

HOME OFFICE: FLATIRON
BUILDING, NEW YORK

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
CHICAGO

PACIFIC COAST OFFICE
HUMBOLDT BANK BLDG.
SAN FRANCISCO

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ADDITIONAL LIST OF HOUSE ORGANS.

MANY BRIGHT LITTLE PUBLICATIONS—
—A CLEVER RETAIL STORE ORGAN—
EXAMPLE OF AN ATTRACTIVE AND
SMALL, BUT INEXPENSIVE PAPER.

The following are house organs
not previously listed in PRINTERS'
INK:

Cementology, Whitehall Portland Cement Co., Philadelphia & New York.
The Hyphen, Everitt-Metzger Flanders Co., Detroit, Mich.
Crawford Shoes Horn, Charles A. Eaton Co., Brockton, Mass.
Letters, H. M. Van Hoesen Co., Chicago, Ill.
Acker's Weekly, Finley Acker Co., Philadelphia, Pa.
The Coca-Cola Bottler, Coca-Cola Bottling Companies, Philadelphia, Pa.
Universal Portland Cement Co., Universal P. C. Co., Chicago, Ill.
Mann's Business Assistant, William Mann Co., New York & Philadelphia.
Dutch Boy Painter, National Lead Co., New York.
Brush and Pail, Alabastine Company, Grand Rapids, Mich.
Between-Us, Schwab Clothing Co., St. Louis, Mo.
Taylor, Taylor Bros., Rochester, N. Y.
Gibson's Magazine, The David Gibson Co., Cleveland, Ohio.
Gray Matter, Adcrofters, Omaha, Nebr.
Bulletin (Clothing), Klee & Co., N. Y.

Woman's Domain

40th Year.

1. *Woman's Domain* is a weekly publication for women, published by the Woman's Domain Publishing Co., New York City.

2. It contains a large amount of interesting and useful information for women, including recipes, hints, and news.

3. It is published every week, except on Sundays and public holidays.

4. It is sold at a price of 10 cents per copy, and is available to all women who wish to receive it.

5. It is a valuable addition to any woman's library, and is highly recommended by all who are interested in the welfare of women.

6. It is published by the Woman's Domain Publishing Co., New York City.

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8. It contains a large amount of interesting and useful information for women, including recipes, hints, and news.

9. It is published every week, except on Sundays and public holidays.

10. It is sold at a price of 10 cents per copy, and is available to all women who wish to receive it.

11. It is a valuable addition to any woman's library, and is highly recommended by all who are interested in the welfare of women.

12. It is published by the Woman's Domain Publishing Co., New York City.



BRIGHT BUT INEXPENSIVE HOUSE ORGAN.

Facts and Figures (real estate), Miller Bros. & Baker, Harrisburg, Pa.
The Report, Hopkins & Allen Arms Co., Norwich, Conn.
Stray Shots, Success.
The Proof, The Gould Press, St. Louis, Mo.
Sanitary Pottery, The Trenton Potteries Co., Trenton, N. J.
The Auto Era, The Winton Motor Carriage Co., Cleveland, O.
Garden Bulletin, Thomas Meehan & Sons, Inc., Germantown, Pa.
The Monarch Touch, Monarch Type-writer Co., New York.
Crocker Quality, H. S. Crocker Co., San Francisco, Cal.
Bulletin, The Buckeye Electric Co., Cleveland, Ohio.
Co-operation and Expansion, Heath & McIligan Mfg. Co., Chicago, Ill.

3 *In One Sense*, 8 *In One Oil Co.*, New York City.
White Satin, The Champion Coated Paper Co., Hamilton, O.
The Shield, Real Estate Trust Co., Pittsburgh, Pa.
Outfitters, Will Phillip Hooper, New York City.
The G. & F., Gordon & Ferguson, St. Paul, Minn.

ACKER'S WEEKLY

Vol. XXVIII Philadelphia September 18th to September 18th, 1900 No. 34

Delightful Entertainment Produced By Acker Quality Tea

WELL-BALANCED RETAIL WEEKLY ORGAN.

Dimon's Messenger, C. A. Dimon, Philadelphia, Pa.
Dry Goods Information, Wyman, Partridge & Co., Minneapolis, Minn.
The Plane, Babcock, Hinds & Underwood, Binghamton, N. Y.
Gasps, Philadelphia Gas Co.

BIG ADVERTISING FOR RELIGIOUS CONVENTION.

It is evident that the value of advertising has impressed religious leaders strongly; 65,000 posters in black and yellow are being posted in Pittsburgh preparatory to the Disciples of Christ convention October 11-19. The poster is quite artistic, bearing a sky-line picture of Pittsburgh. However, the posters are but one of many advertising efforts—100,000 eighty-page prospectuses, 1,000,000 envelope stickers and 2,000 folders are being sent out by the publicity committee for the convention.

PAINT ADVERTISING MEN ORGANIZE.

The first meeting of the new organization of the advertising painters' organization was held at Cleveland, September 14th. Strong efforts are being put forth to form a more compact and aggressive organization to push outdoor painted advertising. Thomas Cusack, Chicago, has been the leading figure in this movement.



When the week's work is done and the family gathers around the table, under the evening lamp, your story ought to interest them if it has the elements of interest, and convince to the point of action if you tell it well. Do you want to know how to reach the family at that moment?

SATURDAY GLOBE

of Utica, N. Y., is in nearly one hundred and forty thousand homes in interior New York, New England and adjacent states every Saturday night.

Homes of thrift, comfort and intelligence. Homes of people who pay five cents a copy for it, many of them for years and years.

Clean, forceful, newsy, entertaining, the SATURDAY GLOBE, published for nearly thirty years, offers to advertisers who want to reach the buying class of people in the section described, a sure and economical means. Covers the field better than any possible combination of other papers at a rate within reach.

Give us an opportunity to prove it with facts and figures.

SMITH & BUDD CO.

Advertising Representatives.

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

SYNDICATE FARM SUPPLEMENT FOR RURAL NEWSPAPERS.

Perhaps the most unique farm publication idea ever advanced is being worked out in the West. Charles H. Way, publisher of the Peoria *Herald-Transcript* and the Springfield *News*, conceived the idea of a farm paper to be syndicated weekly to the farm circulation of rural dailies and weeklies. C. C. Carlin, formerly with *Wallace's Farmer*, and secretary of the Swine Breeders' Association, is editing the new paper, which is called the *Associated Farmer*, published from Peoria, and operated very much like the *Associated Sunday Magazine* is operated through dailies in large cities. The *Associated Farmer* already claims 40,000 circulation in Illinois, all going to the farm lists of rural newspapers.

P. A. Falston, business manager of the Peoria *Herald-Transcript*, is business manager of the new publication, and Payne & Young have been selected as foreign advertising representatives. A point is made to accept no advertising competing with the country merchant.

A feature of the Business Show, now open at Madison Square Garden, in New York, is a series of twenty-minute advertising talks by advertisers and business men. Hugh Chalmers, of the Chalmers-Detroit Automobile Company, is one of the speakers.

The third edition of the booklet, "Reaching the Farmer," by Wallace Richardson, Inc., has just been issued. It contains more data than ever, showing the importance of the farm market. Among the facts brought out is that the average farm income is greater by \$250 than the average for the rest of the country. An imposing list of general advertisers using the farm papers is also printed.

Joseph E. Wing, writing in the *Breeder's Gazette*, tells of an interesting trip through the Illinois "Corn Belt," where one acre produces forty to one hundred bushels of corn. He describes living conditions very impartially, and tells how the tiling and steam dug drainage canals have made "worthless" land rise up to as high as \$225 an acre, with fine crops. Illinois is the only State to go above the ten-year average in corn this year.

CHICKENS BY MAIL!

One of the readers of *PRINTERS' INK* is the proprietor of the Culver Poultry Farm, Benson, Neb., who sells baby pedigreed chicks by mail. He uses a direct circularizing method, and has had excellent success.

Iowa dairymen and the state of Iowa have each appropriated \$10,000 for improving Iowa dairying. *Kimball's Dairy Farmer* is also aiding financially by prizes in the effort to make Iowa a great dairying state.

FRENCH BECOMES "OUTING'S" ADVERTISING MANAGER.

Rufus T. French, for over two years with the *Associated Sunday Magazines*, has become the vice-president and advertising manager of the Outing Publishing Company. Guy C. Pierce, who, as associate with Mr. French in his former position, made a good record, is now Western advertising manager for the *Associated Sunday Magazines*. Lee W. Maxwell, for a long time with the Frank A. Munsey Company, and lately Western representative for the *Outlook*, will be Mr. Pierce's associate.

ADVERTISING ALONG TAFT'S ROUTE.

Hall & Ruckel, wholesale druggists and owners of Sozodont, are taking most unique advertising advantage of the President's trip. Along the entire 13,000 mile route a direct mail campaign is being conducted to druggists in that section. It is figured that along this route, at the time of Taft's passage, there will be a considerably swelled population, thousands traveling from adjacent districts to those points, and thus providing a particularly good advertising opportunity.

FARMERS WITH MISSION DINING ROOMS.

Writing in the New York *Commercial*, Ernest M. Mansur, of the *Northwestern Agriculturist*, tells of a farm he visited in the northwest where a farmer had a mission dining-room, and was served with a course dinner. Modern bathrooms, brass bedsteads, hardwood floors, rugs, cement outhouses, etc., were owned by this farmer as well as others in the neighborhood.

Mr. Mansur also mentions that only 19 out of 1,894 farmers canvassed by a farm paper used no advertised baking powder, and 1,929 used advertised breakfast foods. Only thirty-five did not use toilet soaps; 767 used one brand of washing powder, and 446 used a branded scouring soap.

SEPTEMBER CROP REPORTS.

By September 1st crop reports are usually pretty closely indicative of the actual conditions as they will be when put to market. Weather uncertainties have by this time been allowed for and crop-report figures are pretty nearly final. In the two great agricultural products—corn and wheat—there are interesting figures. The condition of spring wheat was 88 6/10 as compared with its ten-year 1908 average of only 77. The ten-year average for corn has not been equalled all over the United States, but in some sections where the greatest bulk of it is grown it has been above the ten-year average. Altogether, the crop has been pretty fair, though unfavorable weather has kept it from being as good as was hoped.

For Worcester —The Gazette

During the first six months of 1909

The Gazette's Gain

in advertising and in circulation was larger than that of any other Worcester daily.

Largest Evening Circulation!

in MASSACHUSETTS'
Second Largest City

JULIUS MATHEWS, Representative.

Iowa Farmer

(Incorporated)

How much do you pay for space? Get in to a live one at a reasonable figure, and take time to investigate. It is the Standard size and the *Best of them Editorially*.

Special Investment Offering of the Iowa Farmer Publishing Company of Dubuque, Iowa.

Ten dollars per share 7 per cent. guaranteed Stock now on sale. The amount of stock offered is very limited. The Investment is of a character rarely, if ever, offered to the Public. The entire amount realized from the sale of the stock goes into the development of the publication you can farm by. A large sum will be invested in an experimental farm, to make IOWA FARMER more practical and profitable. Investors also participate in all earnings over and above the fixed rate of interest. Address, Iowa Farmer Publishing Co. Dubuque, Iowa.

More Than 121 % Increase



MORE THAN

400,000

GUARANTEED

OR NO PAY

SUCCESSFUL FARMING

absolutely and unqualifiedly guarantees a monthly circulation of more than 400,000 "IN THE GREAT WEALTH PRODUCING HEART OF THE COUNTRY." If we fail to prove it for any month or months by Post Office receipts, your advertising for those months will cost you nothing.

The September, 1909, issue of **SUCCESSFUL FARMING** shows an increase in advertising revenue of more than 121 per cent over the same month of last year.

SOME OF THE REASONS

Got Their Money's Worth.

We believe **SUCCESSFUL FARMING** is a good publication and that we have obtained value for the money spent with it in advertising Keen Kutter goods.

SIMMONS HARDWARE CO.,
St. Louis, Mo.

They Have the Money.

We are highly pleased with the results obtained. We believe that the subscribers of your paper are a class that have money to pay for what they desire.

BURLINGTON BLANKET CO.,
Burlington, Wis.

They Spend It.

There is no question but what your paper goes to a class of subscribers who have money and do not hesitate to spend it.

THE BEST LIGHT CO.,
Canton, O.

One of the Few.

Your paper has been one of the few successful farm journals we have used.

THE EDWARDS MFG. CO.,
Cincinnati, O.

A Leader Among 200.

"Successful Farming" stands pretty well toward the head of the list of 200 papers, mostly agricultural, in which we ran our "ads" during the past season.

GERMAN NURSERIES.

Beatrice, Neb.

Nothing But Praise.

We have now used **SUCCESSFUL FARMING** for some time and find it to be a fine medium for the sale of our goods. We have nothing but praise to offer in reference to your paper.

KEMP & BURPEE MFG. CO.,
Syracuse, N. Y.

Successful Farming, Des Moines, Ia.

The Great Wealth Producing Heart of the Country

Two-thirds of all of the grain and live stock produced in the United States is raised in **SUCCESSFUL FARMING'S** territory.



SUCCESSFUL FARMING

Is absolutely the strongest single advertising force in its territory.

*The great wealth producing **HEART** of the country*

Seventy-two per cent of our subscribers who answered a recent letter of inquiry have telephones in their homes. This is confirmed by the telephone companies themselves.

One-sixth of those who answered either own an automobile or they are in the market for one. In each case they named the car. Leading Automobile dealers in our territory estimate that Farmers buy more than 50 per cent of the Automobiles sold in their territory.

Twenty-five per cent of those who answered own a piano and 10 per cent more expect to buy soon. Piano dealers from all over our territory report from 25 per cent to 75 per cent of their trade is with farmers and say they are better pay than town and city buyers.

Besides buying the most modern farm machinery, dairy appliances, poultry conveniences, high-priced roofing, building material, etc., these farmers buy most of the things that contribute to the comfort, convenience or pleasure of the city man or woman; but they don't have to pay house or flat rent, and they don't have to buy fresh vegetables, meat, butter or eggs.

Their crops for this year will soon be harvested. It is seed-time now for the advertiser who wants to reap a crop of business with the most prosperous people in the world—the

Two Million Readers of SUCCESSFUL FARMING "In the Great Wealth Producing Heart of the Country"

SUCCESSFUL FARMING

Des Moines, Iowa

LIST OF ALL ADVERTISING AGENTS.

WHETHER RECOGNIZED BY QUOIN CLUB OR A. N. P. A. OR UNRECOGNIZED—ALL WHO CALL THEMSELVES AGENTS LISTED BY STATES AND CITIES.

PRINTERS' INK herewith publishes a list of all advertising agents, recognized and unrecognized. It is corrected with the best information obtainable, but is not guaranteed infallible owing to frequent reorganizations, removals, etc. The list can hereafter be obtained only by purchasing extra copies of this issue at 5 cents each.

CALIFORNIA.

- Hill Advertising Agency, Forsyth Bldg., Fresno.
Los Angeles.
 Chandler Advertising Agency, Curjis, Newhall Co., 228 Mercantile Pl.
 G. D. Dunlap, Opera House Bldg.
 M. C. Holman, 215 S. Broadway.
 Ludors, Scott Co., 729 West 7th St.
 MacIntyre Advertising Agency.
 J. C. Newitt Agency, 314 West 18th St.
 Read Advertising Agency, 454 W. Hellman Bldg.
 West Coast Advertising Co., 444 S. Broadway.
San Francisco.
 Blums Advertising Agency, Williams Bldg.
 F. J. Cooper Advertising Agency, 3193 Washington St.
 Dake Advertising Agency, 124 Sansom St.
 L. B. Fisher Advertising Agency, 425 Montgomery St.
 Golden Gate Advertising Agency, 3400 16th St.
 N. L. Hadley Agency, 19 First St.
 Johnston Dienstag Co., 34 Kearney St.
 Nolan, Davis Co., Inc., Market and Franklin Sts.
 Sunset Advertising Agency, 10th and Market.
 S. Walker Agency, 779 Market.

COLORADO.

- Denver.*
 Calhoun Advertising Agency, 1632 Tremont St.
 Colorado Advertising Agency, Equitable Bldg.
 John Craig Hammond Advertising Co., Railway Exchange.
 Hartman, Sargent's Advertising Co., Mack Block.
 National Advertising Agency, 402 Quincy Bldg.
 Rocky Mountain Advertising Agency, 1632 Tremont.

CONNECTICUT.

- Wm. F. Dobbs Advertising Agency, 301½ Main St., Danbury.

Hartford.

- E. B. Dillingham Advertising Agency, 709 Main St.
 McManus, Keiley Co., Phoenix Bank Bldg.

New Haven.

- The Kenna Agency, 393 State St.
 Geo. G. Powning.
 W. E. Whittelsey Advertising Agency, 63 Church St.

DELAWARE.

Wilmington.

- Edgar M. Hooper.
 Metten Cassada Co.
 Wilmington Advertising Agency, 306 Shipley.

DISTRICT OF COLUMBIA.

Washington.

- Darrell Advertising Agency, Star Bldg.
 Greens Capital Agency.
 Poston, Green Co., Inc., Evans Bldg.
 National Advertisers' Bureau, 223 Penn Ave.
 Scott Taylor Co., Bond Bldg.
 J. Albert Shaffer, Star Bldg.

FLORIDA.

Jacksonville.

- Emerson Advertising Agency, Duval Bldg.
 Burchana Advertising Co., 23 Blum Bldg.
 C. Glem Advertising Agency, Bank of Tampa Bldg., Tampa.

GEORGIA.

Atlanta.

- Armstead & McMichael, Chandler Bldg.
 Green Advertising Agency.
 T. E. Hanbury Advertising Agency, 823 Austell Bldg.
 Massengale Advertising Agency, Austell Bldg.
 Van Houten Advertising Co., American National Bank Bldg., Macon.
 Wm. F. Parkhurst, 1417 Empire Bldg.

ILLINOIS.

Chicago.

- Alpha Advertising Agency, 47 State.
 M. B. Aronson, 177 La Salle.
 Seth Brown, 79 Dearborn.
 Nelson Chesman & Co., 1108 Trude Bldg.
 Chicago Union Advertising Agency, 225 Dearborn.
 Clague, Painter, Jones Co., First National Bank Bldg.
 E. H. Clark Advertising Agency, 112 Dearborn St.
 Cochran Advertising Agency, 112 Dearborn St.
 Co-Operative Advertising Agency, 2228 N. Whipple St.
 S. S. David Advertising Agency, 527 North Ave.
 Dearborn Advertising Agency, 341 Dearborn.
 Will H. Dig, 12 State St.
 Louis O. Eddy, Marshall Field Bldg.
 Albert Frank & Co., 218 La Salle St.
 Franklin Advertising Agency, Stewart Bldg.
 Chas. H. Fuller Advertising Agency, 112 Dearborn St.
 Guenthor, Bradford & Co., 109 Randolph St.
 Gundlach Advertising Co., 115 Dearborn St.

B. Haines, 856 Dearborn St.
Franklyn Hobbs Advertising Agency,
Caxton Block.

Humphrey Advertising Co., Inc., Mo-
non Bldg.

H. W. Kastor & Sons Co., First Na-
tional Bank Bldg.

J. R. Kay Co., Inc., Teutonic Bldg.
Gontier Advertising Agency.

Kehler, Crosby Co., 203 Michigan
Ave.

Lees Advertising Agency, 79 Dear-
born St.

F. W. Lenhoff Advertising Agency,
52 Dearborn St.

Leven, Nichols, Foley Co., 85 Dear-
born St.

Long, Critchfield Corp., Corn Ex-
change Bank Bldg.

Lord & Thomas, Trude Bldg.

McJunkin Advertising Agency, 167
Dearborn St.

Mahin Advertising Agency, William
Bldg.

Mallory & Mitchell, 160 Washington
St.

R. A. Mathews Agency, 134 Monroe
St.

Geo. H. Mead Agency, Marquette
Bldg.

Merchants & Manufacturers Advertis-
ing Co., Rector Bldg

B. Meuser, 171 Washington St.

Page Advertising Agency, 38 Wa-
bash Ave.

B. W. Parker Advertising Agency, 24
Adams St.

Reeves Advertising Agency, 435 Wa-
bash Ave.

Theo. P. Roberts Advertising Agency,
Boyce Bldg.

Root Newspaper Agency, 233 Fifth
Ave.

Schnadig Advertising Service, 167
Dearborn St.

Snitzler Advertising Agency, Trude
Bldg.

J. L. Stack Agency, Heyworth Bldg.

Arthur E. Sweet, 517 Royal Exchange
Bldg.

A. L. Swift, 100 East Lake St.

J. Walter Thompson Co., N. Y. Life
Bldg.

Tobey Advertising Agency.

J. S. Warren, 134 Monroe St.

Williams & Cunningham, Heyworth
Bldg.

Rockford.
Cummings Advertising Agency, Trust
Bldg.

Merchants & Manufacturers A. A.

INDIANA.

Elkhart.
Grand Advertising Agency.

William C. Johnson.

Evansville.
John S. Reilly, 218 Locust.

A. C. Sallee, Courier Bldg.

Indianapolis.
McChesney Advertising Agency, State
Life Bldg.

Russell M. Seeds, 48 Claypool Bldg.

Sterling Advertising Agency, Muncie.

IOWA.

Des Moines.
Des Moines Advertising Agency.

Armstrong Advertising Co.

J. L. Plum, Iowa City.

American Publicity Bureau, Cedar
Rapids.

Dubuque Advertising Agency, Bank
& Insurance Bldg, Dubuque.

KANSAS.

Wichita.

Chas. W. Myers Advertising Agency,
P. O. Box 711.

McKnight & Co.

KENTUCKY.

Louisville.

A. E. Walesby, Courier Journal Bldg.

Standard Advertising Agency, 316 W.

Green.

Sherwood Advertising Co.

Pryor Eppinhausen & Morning, 506

Commerce Bldg.

Kyle Advertising Agency, 425 W.

Jefferson.

Moore & Deitzman, Tyler Bldg.

H. M. Caldwell Advertising Agency,

Courier Journal Bldg.

National Advertising Agency, Board

of Trade Bldg.

LOUISIANA.

New Orleans.

The Chambers Agency, Wells Fargo
Bldg.

Crockett Advertising Agency, 410

Machea Bldg.

Southern Advertising Agency, First

National Bank Bldg., Shreveport.

MAINE.

Maine Advertising Co., 276 Middle
St., Portland.

O. T. Penny, 242 Water St, Augusta.

MARYLAND.

Baltimore.

Milbourne Advertising Agency, 214

N. Calvert St.

Noley Advertising Agency, Piper
Bldg.

H. M. Rich, 107 N. Fremont Ave.

L. A. Sandlass, 205 Clay St.

MASSACHUSETTS.

Boston.

American Advertising Agency, 79

N. Washington St.

Arnold & Dyer Advertising Agency,

8 Beacon St.

N. W. Ayer & Son, 24 Milk St.

H. E. Ayres Agency, Federal St.

J. W. Barber, 24 Milk St.

Arthur T. Bond, 16 Central St.

Boston News Bureau, 17 Exchange
Place.

Cowen Advertising Agency, John

Hancock Bldg.

Irving P. Dodge, 63 Journal Bldg.

John Donnelly & Sons, 97 Warrenton

St.

A. W. Ellis, 10 High St.

E. J. Goulston Advertising Agency,

17 Milk St.

H. B. Humphrey Co., Inc., 227 Wash-
ington St.

International Advertising Agency, 13

School St.

Edward D. Ko'lock, 6 Beacon St.

P. F. O'Keefe Advertising Agency,

43 Tremont St.

Pettingill Advertising Agency, Frank-
lin and Battery Sts.

Walter C. Lewis Co., 150 Devonshire
St.

Lovett Chandler Co., 6 Beacon St.

New England Advertising Co., 100
Hanover St.
Frank Presbrey Co., 373 Washington
St.

E. Shivel, Tremont Bldg.
F. P. Shumway Co., 373 Washing-
ton St.

C. Brewer Smith, 84 State St.
Walter B. Snow, 170 Summer St.
Southgate Advertising Agency, 87
Broad St.

I. B. Spafford, John Hancock Bldg.
A. E. Sproul Advertising Agency, 7
Water St.

J. Walter Thompson Agency, 31 Milk
St.

R. P. Tilman, Inc., Globe Bldg.
Tomer Advertising Agency, 5 Brom-
field St.

Geo. W. Tyler, 519 Exchange B'dg.
H. D. Umbarger Agency, 44 High
St.

The Walker Co., 141 Milk St.
Jas. T. Wetherald Advertising Agency,
221 Columbus Ave.

Walton Advertising & Printing Co.,
23 Court St.

Wood, Putnam & Wood, 405 Comp-
ton Bldg.
Wyckoff Advertising Agency.

F. L. Erskine, 253 Elm St., Brockton.
Lynn.

Edwin W. Ingalls Advertising Agency,
333 Union St.
Soros Advertising Co., 70 Blake St.

Beers Advertising Agency, Pittsfield.
Springfield.

J. L. Bates Advertising Agency, Whit-
ney Bldg.
T. R. McKeown, 16 Loring St.

Munn, Nichols Co., Board of Trade.
N. Whittum, 213 Worthington.
Bay State Advertising Agency, 17
Blackstone, Worcester.

MICHIGAN.

Battle Creek.
Grandin Advertising Agency.
Frank Houghtaling Advertising Co.

Jennings Green Advertising Agency.
Star Advertising Agency, Marjorie
Bldg.

F. E. S. Tucker, 27 Turner Block.
Robinson Advertising Service, 503
Rapids Bldg., Bay City.

Detroit.
W. W. Baird, 130 She'by.
Brownell & Humphries, 90 Griswold
St.

F. S. Crumley, 74 Woodward Ave.
Curtis Advertising Co., Luck Bldg.

H. M. Fechheimer, 166 Woodward
Ave.
Harlton Advertising Agency, Buhl
Block.

C. R. Kellogg Advertising Agency, 82
Griswold.

Le Roy Advertising Agency, 392 Fort
West.

Morse Advertising Agency, 47 Adams
St. West.

O. J. Mulford Advertising Agency,
Stevens Bldg.
Pfeiffer Advertising Agency.

E. D. Preston, 521 Hammond Bldg.
H. M. Price Advertising Co., 20 Mc-
Graw Bldg.

Geo. M. Savage, Newberry Bldg.
Sovereign Porte & Knodell Advertis-
ing Agency, 57 Fort St. West.

Grand Rapids.
Shaw, Torrey Co.
Halcock Advertising Agency, Ltd.

F. J. Van Allen Advertising Agency,
921 W. Ganson, Jackson.
Franklin H. Johnson, Saginaw.

MINNESOTA.

Minneapolis.
Dollenmayer Advertising Agency, Tri-
bune Bldg.

Northwestern Advertising Bureau, 246
Cedar Ave.

St. Paul.
A. B. Brightman Advertising Agency,
305 Dispatch Bldg.

Corning Advertising Agency, 633
Ryan Bldg.

H. W. Kingston.
Mitchell Advertising Agency, 521 N.
Y. Life Bldg.

North Star Advertising Agency,
Winona.

MISSOURI.

Kansas City.
F. A. Gray Advertising Agency, N.
Y. Life Bldg.

Horn Baker Advertising Co., Cen-
tury Bldg.

H. W. Kastor & Sons Advertising
Agency, Gumb'e Bldg.

Mutual Advertising Agency, 8 East
11th.

W. L. Witmer & Co., 216 West 12th
St.

St. Louis.
York Advertising Agency, 1417 Main
St.

Chappelow & Gow, 8th and Chestnut
St.

Nelson Chesman & Co., 1127 Pine St.
D'Arcy Advertising Agency.

Fisher, Steinbruegge Advertising
Agency, Smith and Pine Sts.

Gardner Advertising Agency, Kin-
lock Bldg.

Haskell, Bragdon Co., Granite Bldg.
Humphrey Advertising Agency, Star
Bldg.

H. W. Kastor & Sons, Laclede Bldg.
Lesan Gould Advertising Agency.

NEBRASKA.

Darlow Advertising Agency, Bee
Bldg., Omaha.

Hungate Advertising Agency, Ex-
change B'dg., South Omaha.

NEW JERSEY.

Asbury Park.
King Advertising Agency.

Harry B. Wilson Advertising Agency,
Atlantic City.

Dorland Advertising Agency, Pres-
ton Bldg.

H. S. Wallace Agency, Bartlett Bldg.
Lewis T. Stevens, 610 Washington
St., Cape May.

N. R. Marvin, 447 Communipaw Ave.,
Jersey City.

Newark.
H. E. L. Beyer, 40 Mechanic.
Dalsimer Advertising Agency, 156
Market St.

Dougal & Gulick, 222 Market St.
Heller Barnham Advertising Agency,
Union Bldg.

Walter L. Houghton, 828 Broad St.
Linkin Advertising Service, 416 Union
Bldg.

Frederick N. Summer, 794 Broad St.
Arthur H. Boyd, New Brunswick.
Stanley Day Agency, New Market.

A. H. Dart, Llewellyn Park, Orange.

NEW YORK.

Binghamton.

E. E. Hanley, 261 Main.
Wylie B. Jones.
Willis S. Kilmer, Chenango & Lewis.

Brooklyn.

Desmond, Dunne Co., Eag'e Bldg.
T. J. Donovan, 300 Graham Ave.
A. E. Oupell Advertising Agency, 752 Fulton St.
M. M. King Agency, 215 Montague St.
H. T. Meaney, 367 Fulton St.
Shea, Bush Advertising Agency, 215 11th St.
B. R. Sherwood Advertising Agency, 367 Fulton St.

Buffalo.

O. C. Burt Co., 308 White Bldg.
Blinn Yates & Associates, 638 Ellicott Sq.
C. H. Fuller Advertising Agency, Ellicott Sq.
Kline Advertising Agency, Ellicott Sq.
McDonald, Olmsted Advertising Co., German-American Bank Bldg.
J. C. Moss Agency, 110 Fulton St.
Royal T. Needham Advertising Agency, 14 Ellicott St.
J. Mott Pierce Advertising Agency.
C. F. Wyckoff Co.

Elmira.

Ryan, Welch Advertising Agency, 112 Lake St.
Bert Styles Advertising Agency, Odd Fellows Temple.
H. M. Clark, Fredonia.

Rochester.

Hosner, Duryea Co.
Johnstone Advertising Agency, 16 State St.
Lyddon & Hanford Agency, 158 E. Main St.
Myers Advertising Agency, 25 Exchange St.
Frank Seaman, Inc., Chamber of Commerce.
J. Walter Thompson Co., Powers Block.
Wyckoff Advertising Co., 156 E. Main St.

Syracuse.

Newman, Chase Co.
Onward Advertising Agency, 403 Nottingham Bldg.
Willard Advertising Agency.
Frank Du Noyer Advertising Agency, 115 Genesee St.

New York City.

Agate Advertising Agency, 5 Beekman St.
Albert Advertising Agency, 398 Fifth Ave.
Allen Advertising Agency, 41 West 34th St.
American Sports Publishing Co., 21 Warren St.
Amsterdam Advertising Agency, 1180 Broadway.
Andrews Advertising Agency, 1 Madison Ave.
N. W. Ayer & Son, Flatiron Bldg.
Ayres Advertising Agency, 1123 Broadway.
Babcock & Turner, 192 Broadway.
Baer, Wadsworth Co., 251 Fifth Ave.
Ballard Advertising Agency, 125 E. 24th St.
Bankers & Merchants Advertising Co., 6 Wall St.

Banning Co., 225 Fifth Ave.

Bartlett, Wales Advertising Agency, 29 E. 22d St.
Bates Advertising Co., 15 Spruce St.
George Batten Co., 11 East 24th St.
Bayer Advertising Agency, 225 5th Ave.
W. L. Beadnell, 225 Fourth Ave.
Harry Bentz, 7 W. 29th St.
Biggs, Young, Shone & Co., 30 W. 33rd St.
Walter Binner Co., 1260 Broadway.
The Blackman, Ross Co., 10 East 33d St.
Walter H. Blaker, 41 Park Row.
F. B. Brown, Ltd., 5 East 42d St.
Ralph P. Buell, 42 Broadway.
Butts Advertising Agency, 7 W. 20th St.
Calkins & Holden, 250 Fifth Ave.
Jas. A. S. Carpenter, 26 Cortlandt St.
Charles Advertising Agency, 150 Nassau St.
Nelson Chesman Co., 225 Fifth Ave.
Barron G. Collier, Inc., Fuller Bldg.
Andrew Cone Advertising Agency, Tribune Bldg.
M. M. Craig, Potter Bldg.
L. H. Crall Co., 225 Fifth Ave.
The Dauchy Co., 9 Murray St.
Foster, Debevoise Co., Monolith Bldg.
G. D. Dickinson, 108 Fulton St.
Ottomar Dietz, 140 Nassau St.
Doremus & Co., 44 Broad St.
H. W. Doremus Advertising Agency, 15 Wall St.
Doremus & Morse, 50 Pine St.
Ernest Edwards, 41 West 24th St.
A. R. Elliot, 62 West Broadway.
H. G. Eliot, 90 West Broadway.
A. W. Erickson, 127 Duane St.
E. N. Erickson Advertising Agency, Park Row Bldg.
H. W. Fairfax, World Bldg.
Federal Advertising Agency, 231 W. 59th St.
L. J. Finch, 1364 Broadway.
Allan Forman, 55 Liberty St.
Albert Frank & Co., 25 Broad St.
M. M. Gillam, 110 West 34th St.
M. P. Gould Advertising Agency, 31 East 22d St.
Goye Advertising Agency, 41 Union Sq.
The Grannis Press, 112 West 32d St.
J. W. Grayhurst, 289 Fourth Ave.
J. Gross, 7 Warren St.
Rudolph Guenther, 108 Fulton St.
Hackstaff Advertising Agency, 154 E. 23d St.
W. W. Hallock, Tribune Bldg.
W. F. Hamblin & Co., 452 5th Ave.
E. H. Haven, 31 Union Sq.
Homer W. Hedge Co., 5 Ave. and 34th St.
Hibson Bros., 229 Broadway.
Hicks Newspaper Agency, 132 Nassau St.
Hogarth Advertising Service, 1 Madison Ave.
Holbrook, Schaefer A. A., 119 West 23d St.
Horticulturist Advertising Agency, St. James B'dg.
Edward T. Howard, Tribune Bldg.
Henry S. Howland, 38 Park Row.
W. H. H. Hull & Co., Inc., Tribune Bldg.
C. D. Hunt Co., 20 Vesey St.
C. Ironmonger Advertising Agency, 20 Vesey St.
Jaros Co., 132 Nassau St.

C. L. Kain, 27 East 22d St.
 N. W. Keane, 99 Nassau St.
 Otis H. Kean, 140 Nassau St.
 Kean, Bursley Advertising Agency, 3 West 29th St.
 Paul T. Kenny Agency, 140 Nassau St.
 Frank Kiernan, 156 Broadway.
 Geo. S. Krantz, 102 W. 14th St.
 Samuel Knopf Co., 32 Union Sq.
 Kobbe & Co., 108 Fulton St.
 Lawson Leiser Adv. Agency, 70 5th Ave.
 Lawyers' Adv. Co., 41 Park Row.
 H. E. Lesan Adv. Agency, 527 5th Ave.
 Chas. D. Levin, 1269 B'dway.
 Louis Lewis, 220 Broadway.
 Long, Critchfield Corp., 150 Nassau St.
 Lord Adv. Agency, 333 4th Ave.
 Raph McKee, 91 Wall St.
 Robert M. McMullen Co., 5th Ave. and 33d St.
 Manufacturers' Adv. Bureau, 30 Church St.
 H. T. Meaney Adv. Agency, Tribune Bldg.
 Merrill Advertising Agency, 1123 Broadway.
 Metropolitan Advertising Co., 6 Wall St.
 Chas. Meyen & Co., Tribune Bldg.
 F. K. Mitchell, 102 West 42d St.
 J. W. Morgan, 44 East 23d St.
 Modern Advertising Agency, 385 E. 140th St.
 J. W. Morton, Jr., 119 Fourth Ave.
 Morse International Agency, 19 West 34th St.
 J. P. Muller & Co., 1552 Broadway.
 Namrod Advertising Agency, 29 Broadway.
 Nolley Advertising Agency, Day & Night Bank Bldg.
 O'Flaherty, Jas., 22 N. William St.
 D. A. O'Gorman Advertising Agency, 1 Madison Ave.
 J. F. O'Gorman Adv. Agency, 76 Park Place.
 W. M. Pearsall Adv. Agency, 203 Broadway.
 J. S. Peckham Advertising Agency, 154 Nassau St.
 M. Plattner, 99 Nassau St.
 Pomeroy Advertising Agency, 225 5th Ave.
 Geo. H. Powell, 11 East 24th St.
 Frank Presbrey Co., 3 W. 29th St.
 Publicity Co., 1133 Broadway.
 Railway Advertising Agency, Brunswick Bldg.
 Reissman Adv. Service, 110 W. 34th St.
 E. P. Remington, 346 Broadway.
 J. A. Richards, Tribune Bldg.
 Richardson Press Adv., 150 William St.
 Stephen Roberts, 16 Warren St.
 Root Newspaper Agency, 239 W. 39th St.
 Irwin Jordan, Inc., 30 West 33d St.
 John B. Rowland Advertising Agency, Broadway and 76th St.
 Frank Seaman, Inc., 30 West 33d St.
 Securities Advertising Co., 44 Broad St.
 W. W. Seely Co., 102 W. 42d St.
 S. G. E. Advertising Co., Monolith Bldg.
 W. W. Sharpe & Co., 99 Nassau St.
 M. J. Shaughnessy, Temple Court.
 C. E. Sherin Co., Inc., 452 Fifth Ave.

Sherman & Bryan Agency, 79 Fifth Ave.
 Siegfried Advertising Agency, Park Row Bldg.
 W. F. Simpson Adv. Agency, 38 Park Row.
 J. V. Soan & Co., 11 W. 36th St.
 Stanley Way Advertising Agency, 5 Beekman St.
 Stoddard, Bricka & Culman, 114 E. 28th St.
 H. Sumner Sternberg, 12 West 32d St.
 Jules P. Storm, 20 Vesey St.
 F. V. Strauss & Co., 108 Wooster St.
 Street & Finney, 27 East 22d St.
 T. F. Sykes, 5th Ave. and 33d St.
 J. Water Thompson Co., 44 East 23d St.
 M. D. W. Thurston Advertising Agency, 1269 Broadway.
 Tobias Bros., 261 Broadway.
 R. V. Tobin, Inc., 949 Broadway.
 Horace Townsend, 70 Fifth Ave.
 A. Tuchmann, 110 W. 34th St.
 Tuthill Advertising Agency, 1133 Broadway.
 Louis V. Urmy, 41 Park Row.
 U. S. Advertising Agency, 1 Madison Ave.
 Jacob Vogel, 21 Park Row.
 M. Volkman Advertising Agency, 5 Beekman St.
 Voorhees & Co., 116 Nassau St.
 Vreeland Advertising Agency, 64 Grand St.
 G. B. Wadsworth Co., 1161 B'way.
 Ward & Gow, 1 Union Sq.
 M. C. Weil Advertising Agency, 38 Park Row.
 Whitman Co., 127 Duane St.
 Fred C. Williams, 108 Fulton St.
 Harry B. Wilson Agency, 156 Fifth Ave.
 M. B. Wilson Agency, 2222 B'dway.
 M. Wineburgh Co., 452 Fifth Ave.

OHIO.

Cincinnati.
 Edwin Alden Co., 131 E. Fourth St.
 F. H. Alden, 28 East 3d St.
 Blaine, Thompson Co., 14 E. Fourth St.
 Chas. L. Doughty, 519 Main St.
 J. V. Ewan, Commercial-Tribune Bldg.
 Proctor & Collier Co., Butler Bldg.
 Runey & Crosby, Runey Bldg.
 Van Loon Advertising Agency, Fifth & Vine Sts.
 Cleveland.
 Archbold's Advertising Agency, 8918 Meridian Ave.
 Bailey Wright Co., Citizen's Bldg.
 Burrell Advertising Agency.
 H. P. Davis Advertising Agency, Williamsbridge Bldg.
 Fletcher Newspaper A. A.
 Fowler, Simpson Co., 500 Schofield Bldg.
 Russell Advertising Agency, Park Bldg.
 Standard Advertising Co., Williamson Bldg.
 Union Advertising Co., Am. Trust Bldg.
 Columbus.
 The Mumm Romer Co., Spahr Bldg.
 Dayton.
 Blackburn Advertising Agency, 1201 U. B. Bldg.
 Toledo.
 Brinkerhoff Advertising Agency.
 MacManus, Kelley Co., Currier Hall.

Miller Advertising Agency, Nicholas Bldg.
Rauscha Advertising Agency, 437 Superior St.
Western Advertising Agency.

OKLAHOMA.

Okla. Advertising Agency, 306 Campbell Bldg., Okla. City, Okla.

OREGON.

Portland.
Ballard & Lee Advertising Agency, Marquam Bldg.
Chapman Advertising Agency, 505 Commonwealth Bldg.
Hall Advertising Agency, 302 Lumber Exchange Bldg.
Mosessohn Advertising Agency, Chamber of Commerce.
Warren Publicity Co., 167 4th Ave.

PENNSYLVANIA.

Harrisburg.
E. F. Baum.
McFarland Publicity Service.
Philadelphia.
Arnold & Dyer Agency, Mint Arcade.
M. W. Ayer & Son, 300 Chestnut St.
Helen E. Benjamin, 12th and Chest-
Chas. Blum, 807 Chestnut St.
nut St.
Ross D. Breniser & Co., Land Title Bldg.
Chambers Advertising Service, 608 Chestnut St.
Nelson A. Chesman Agency, 132 S. Third St.
Geo. K. Clark Advertising Agency.
J. M. Fogselsanger, 1212 Frankford Ave.
Richard A. Foley, Bailey Bldg.
P. K. Frowert, 1115 Stephen Girard Block.
German American Advertising Agency, Mint Arcade.
Albert Gratz Advertising Agency, Mutual Life Bldg.
H. L. Hornberger, 1208 Commonwealth Bldg.
Ireland Advertising Agency, 925 Chestnut St.
Walter J. Kaufman, 1201 Chestnut St.
Keystone Advertising Agency, 3641 N. 7th St.
Geo. L. Mitchell, 421 Chestnut St.
H. M. Morris, Provident Bldg.
Moss & Co., German American Bldg.
Phila. News Bureau, 144 S. 4th St.
Philadelphia Advertising Agency, Harrison Bldg.
Powers & Armstrong, North American Bldg.
St. Clair Edwards Adv. Agency.
E. Everett Smith, Mutual Life Bldg.
Charles H. Snyder Agency.
A. Chester Thegan, Drexel Bldg.
Van Haagen Advertising Agency, Drexel Bldg.
Viennot Advertising Agency, 524 Walnut St.
Vogel Advertising Agency, Mutual Life Bldg.
The Voltz Agency.
S. Webber, 1914 Annin St.
Pittsburg.
H. B. Blair, Burgwin Bldg.
W. S. Hill Co., Vandergrift Bldg.
Hill & Stocking, 312 Fourth Ave.
Hully Advertising Agency, 907 Commonwealth Bldg.
Wm. S. Powers Agency, Frick Bldg.
E. P. Remington, 708 Penn Ave.
Shaw, Cassidy Co., Century Bldg.

Reading.

John B. Dampman, Colonial Trust Bldg.

Scranton.

Chas. F. Miller, Board of Trade Bldg.
Camps Advertising Agency, 21 Wells Bldg., Wilkes-Barre.
Chas. T. Miller Advertising Agency, Board of Trade, Wilkes-Barre.

RHODE ISLAND.

Providence.

W. J. Danielson & Son, 96 Westminster St.
Frank R. Jelliff Advertising Agency, Lapham Bldg.
Meyer Maguire & Monahan, Ceaser Misch Bldg.
National Advertising Agency, Studley Bldg.
G. S. Standish, Lapham Bldg.

SOUTH CAROLINA.

W. H. McCaw & Co., 300 National Loan & Exchange Bank Bldg., Columbia.

TENNESSEE.

Geo. B. David Advertising Agency, Chattanooga.
Knoxville.
Clements Advertising Service, 131 Gay St.
Greenwood Advertising Agency.
Memphis.
Pettingill Flowers Co., Tenn. Trust Co. Bldg.
Southern Advertising Agency, Goodwin Institute Bldg.
Udike Co., 98 De Soto St.
Nashville.
Beaumont Advertising Agency.
Southern States Advertising Co.

TEXAS.

Dallas.
Southwestern Advertising Agency, 825 Wilsea Bldg.,

UTAH.

Salt Lake City.
C. R. Brazier, Com'l Club Bldg.

VIRGINIA.

Southern Advertising Agency, Newport News.
Richmond.
Freeman Eskridge Agency, Mutual Bldg.
Massengale Advertising Agency.
Richmond Advertising Agency, Mutual Life Bldg.
Southern Advertising Agency, 5 North 11th St.
The Staples Advertising Agency, Mutual Bldg.

VERMONT.

Hayes Advertising Agency, Burlington.

WASHINGTON.

Seattle.
Coast Advertising Service, 410 Washington Bldg.
Thorn Advertising Agency, Am. Bank Bldg.
White Advertising Bureau, Hancock Bldg.
A. V. Willoughby, 316 Pacific Block.
Alexander & Co., 504 First Ave., Spokane.

WEST VIRGINIA.

Smoot Advertising Agency, Parkersburg.

The Associated Farmer

40000
CIRCULATION
IN ILLINOIS

Goes to the prosperous farmers of a farming state. Is used as part two in a list of twenty Illinois dailies and weeklies on their *mailing lists only*. Fourteen lines in its last issue brought One Hundred and Fifty replies to a general advertiser.

Issued once a week at Peoria, Ill.

Illinois farmers are getting good prices for their products this year and have money to spend—

You can get *your* share of it by using the ASSOCIATED FARMER.

CHARLES H. MAY, Publisher
PEORIA, ILL.

PAYNE & YOUNG
Representatives

30-34 West 33d Street, New York
750 Marquette Building, Chicago

WISCONSIN.

Milwaukee.

Cramer Krasselt Co., 207 Grand Ave.
F. J. Kiefer, 1720 State St.
Otto J. Koch Advertising Agency,
Free Press Bldg.
Monarch Advertising Agency, 1728
State St.
Rossberg Advertising Agency, 203
Grand Avenue.

FOREIGN.

CUBA.

Havana.

Acosta & Cortinas, 204 Nat'l Bank of
Cuba Bldg.
Beers Advertising Agency, P. O. Box
1078.

MEXICO.

Trave'sers' Guide Publishing Co., P.
O. Box 101, Mexico City.

PORTO RICO.

Advertising Company of Porto Rico,
San Juan.

CANADA.

Winnipeg, Man.

Bailey, Gunn Co.
R. J. McPherson & Co., 703 Union
Bank.

Mil'er Advertising Agency, Bank of
Toronto Bldg., London.

Toronto, Ont.

Central Press Agency, 83 Yonge.
Dominion Advertising Co., 123 Bay
St.

W. J. Dyas, 63 Yonge.

J. J. Gibbons, Confederation Life
Bldg.

J. H. Woods Advertising Agency, 113
Mail Bldg.

Montreal.

Desbarats Advertising Agency, Sov-
ereign Bank Bldg.

F. E. Fontaine & Son, 25 St. James
St.

Anson McKim & Co., Star Bldg.
Penfold Advertising Agency, 107 St.
James St.

Quebec, Quebec.

Agence Canadienne de Publicite.
Desbarats Advertising Agency, 42
Victoria Sq.

DOING BUSINESS BY 'PHONE.

The remarkable extent to which the telephone has become a factor in modern business is indicated by a statement made recently by an officer of Acker, Merrill & Condit, New York grocers.

"One-half of our sales are made over the telephone," he declared. "Many of our good customers seldom come to our stores at all, their purchases being made almost entirely by 'phone. Ample arrangements are made in each store to handle telephone orders, and the 'phones are so placed that a customer can give his order direct to his favorite salesman if he so desires."

Realizing the rapid growth of this use of the telephone, the New York Telephone Company is making a strong feature of it in its advertising campaign. Large space is used and specific examples are given, the whole tendency of the copy being to induce business firms to increase their telephone facilities.

Telephone directory advertising is also being vigorously pushed as being more consulted than city directories.

WILL HE CATCH IT?
YES, IF HE DOESN'T STOP
HIS AD. IN BETTER FRUIT



ONE DARNED THING AFTER ANOTHER

"Better methods of fruit growing."
How to grow better fruit and make money
Told in "Better Fruit," published monthly.

Best fruit growers' paper in the world.
Read by ten thousand paid subscribers
We have helped to become prosperous.

They want the very best of everything,
And have got the money to pay for it.
Ads. in "Better Fruit" get their business.

\$1.00 PER YEAR. SAMPLE COPY FREE ON REQUEST

BETTER FRUIT

HOOD RIVER, OREGON

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

President and Treasurer, J. D. HAMPTON. Secretary, J. I. ROMER. Manager, J. M. HOPKINS. Advertising Manager, F. C. BLISS. OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5205 Madison. The address of the company is the address of the officers.

Issued simultaneously in England by S. H. Benson, Ltd., Kingway Hall, London W.C., Editor, Thomas Russell. Subscription, English Edition, 1 year, 10s.; 6 mo., 5s. Postage, 2s. 6d. per year.

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Chicago Office: 844 Tribune Bldg., Telephone, Central 4461. WM. S. GRATHWOHL, Manager.

St. Louis Office: Third National Bank Bldg. A. D. MCKINNEY, Manager, Tel. Main 1151.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. Five cents a copy.

JESSE D. HAMPTON, Editor.

J. GEORGE FREDERICK, Managing Editor

New York, September 29, 1909.

Big Gold Supply and Farm Riches

Most of us have little curiosity for the undercurrent movements of money and values. We leave that to bankers and economists. The "silver" campaign of Bryan resulted in surfeiting us with money talk.

But there is a movement going on now in money circulation of the greatest interest to business men—and especially those who want to analyze the wealth of the rural districts for business reasons. The amount of gold going into circulation is almost astonishing. 1909 gold production will reach \$450,000,000. The silver agitators believed the per capita circulation of money should be raised from \$20 to \$30. Yet increasing gold production has today automatically raised it to \$35!

Necessarily, commodity prices have matched this per capita increase of money circulation, and will match it in the future if the prophecy of Herbert Myrick,

president of the Phelps Publishing Company, comes true, that by 1915 the world's gold production will be 600 million, or one-third more than this year.

In other words, money is getting cheaper and cheaper, while actual property, land, farm products, etc., are steadily increasing their ratios of value. For the last twenty years the prices of what farmers have sold have gone up much faster than the prices of what they have bought—which explains the rapidly opening rural market which was closed as tight as a drum when, years ago, prices of farm products compared unfavorably with prices of farm purchases.

Looking such fundamental facts in the face, the rural districts are due to become one-third more prosperous than now, while the per capita buying capacity will shift most decidedly toward the farmer.

Send in Experiences in Retail Buying

As PRINTERS' INK has already announced, it will, within a few weeks, inaugurate an important series of articles on American retailing service, with both a strongly critical and an earnestly constructive purpose.

Already a most valuable array of articles, facts and description of experience has been gathered, and PRINTERS' INK now desires to have small contributions from readers on the subject. It desires letters giving individual experiences, observations, and opinions regarding retailing, buying, in this country or abroad, and hints as to where it fails, and where it can be improved.

The merchandising importance of the dealer can never be doubted, for he is the contact point with the great volume of consumers. For this very reason, however, it is vastly important for general business progress that as many dealers as possible become just as alive, wide-awake and aggressive as the manufacturers and advertisers. To exactly the extent that dealers are not open to improvement and are not establish-

ing close confidence with consumers, to just that extent is manufacturing and advertising enterprise crippled. It is to the benefit of all that the dealer be kept conscious of his shortcomings, and shown wherein he might improve.

It is PRINTERS' INK's obvious place to tackle this work, rather than trade journals, which naturally have their field limited to dealers of one class, and are too close to the dealers to be as vivid and energetically outspoken as PRINTERS' INK. It can best arraign dealers of all classes, from the standpoint of all manufacturers and advertisers whose goods they sell. For this reason PRINTERS' INK invites in advance individual comment and experience, to add to the campaign.

The "Best Ad" Contest

One or two letters have been received inquiring about the "Best Ad" Contest, which PRINTERS' INK started some months ago, but which it has involuntarily discontinued.

It must be left to PRINTERS' INK's readers whether the extremely marked difference of interest between the Worst Ad Contest and the Best Ad Contest is a humorous or a serious thing. The Worst Ad Contest raged like a wood fire in a chimney, and so bulged out the space allotted to it that the closing date was twice postponed. Even after closing, a stuffed drawerful of Worst Ads remained which it was decided not to publish, and whose choice epithets still lie a-mouldering.

Now, mark the contrast when the Best Ad Contest began. So few came in at the start that PRINTERS' INK had to ask a friend to interest himself and pick out a best ad, in order to fill a page! For a brief time there were enough to fill a page on publishing day, but since then PRINTERS' INK has watched in vain for "best ads." Some came in which were not qualified, according to the rules, while a few eligible and interesting ones awaited companions sufficient for another installment, until PRINTERS' INK delib-

erately decided to call off the contest, realizing how incomplete would be any award made on present entries.

To those who troubled themselves to send "best ads," PRINTERS' INK wishes to extend hearty thanks for their interest, and regrets that advertising men do not seem to be interested in deciding what is a "best" ad—or else find the selection so difficult that the job appals them.

Munsterberg Professor Münsterberg, of Harvard—our critical **on "Shifting Attentions"** Professor Münsterberg of many kinds of fame, mostly psychological—has been saying some things about America which have an interesting, though theoretical, bearing upon advertising, in the *Metropolitan Magazine*.

For instance, when he declares that American women "shift their attention" more quickly and readily than men, he says something which, if true, undoubtedly is an underlying condition affecting the sale of goods in this country.

Observing business travelers over the world have long ago sensed the fact that, while it is much easier to *gain* a reputation by advertising in this country than abroad, or in Canada, it is also much easier to *lose* it by slack methods. PRINTERS' INK is at present compiling statistics about the advertisers who were in the public eye eight or ten years ago, but now suffer oblivion; and as these statistics appear even now, there is much corroborative evidence that the attention of American consumers, especially women, is "quickly moving." When Professor Münsterberg also says that we Americans exhibit an "unwillingness to concentrate attention," advertising men will also find food for thought. It is possible that this national temperament has been the stimulation back of our rapidly advancing advertising. It is evident that in America we have got to keep our advertising *moving* all the time, and put the high-

est amount of skill in it, or else we will lose ground.

To those who may consider this a disadvantage, as compared with foreign conditions, it need only be pointed out that the American situation has its special advantages. It is certainly much better to be able to get attention quickly, even if you have to spend a good deal of money to advertise often and ably in order to *keep* your trade, than it is to be obliged to advertise a long, long time, with only very slowly moving results, and then, when you have "arrived," to be handed a ticket to something akin to perpetual advertising fame, no matter what foolish advertising you do, or how you let your methods or quality deteriorate. The American attitude of "show me, and keep on showing me," is a pretty good way, after all, when you come to think of it.

Glory for the Tin Can

All the glory of the Arctic exploits now in the public eye does not go to individuals. The testimony of the explorers and their backers is very strong for their *equipment*. Of this equipment the tin can was king. The lowly and one-time despised tin can was the very hero of the battle to plant the Stars and Stripes at the top of the world.

The large majority of food taken by both Peary and Cook was *tinned* food—of every variety, from beans and milk to rhubarb and strawberries, soup and potatoes. Without this food neither explorer could probably have reached the Pole. In the Arctic region one must dine often and nutritiously or die.

How truly wonderful the tin can is was discovered by Peary when he came upon the remains of the Greely expedition. Canned food of many kinds which had weathered the earth's worst climatic extremities *for twenty-six years* was found, "perfectly preserved and edible." This is really a more spectacular endurance test of merchandise than even the New York to Paris auto race.

The advertising side of the Cook and Peary supplies has its

interest, and in the case of the tinned foods is a fine recommendation for the excellence and purity of the goods taken into the Arctic regions. No one has found out yet what *brands* of goods were taken by the explorers. The only trade-marked article mentioned in Cook's supply list was the Thermos Bottle—thus uniquely actualizing one of their advertising designs showing an Esquimaux standing at the Pole with a Thermos in hand.

It is a unique coincident that both Cook in the Arctic and Roosevelt in the tropics used both Winchester rifles and Thermos bottles, and both named them in their accounts.

The Death of Hoe

No publisher or advertiser man will be able to hear of the death of Richard Hoe, of printing press fame, without reflection upon the profound influence this man's work has had on publishing and, consequently, on advertising. Mr. Hoe's father invented the cylinder press, which was widely heralded as a marvel; while a six-cylinder press of 9,000 four-page capacity was not many years ago called a "lightning press." Yet in Mr. Hoe's lifetime, and with his aid a press capable of 166,000 eight-page papers, automatically fed from eight rolls, in an hour, has been perfected. The Hoe plant, in New York, employs 2,500 men, and the newspapers of the entire country have been made better papers and better advertising mediums, capable of reaching more people, at longer suburban distance, at an earlier and more effective reading hour than would be possible without Mr. Hoe's mechanical genius, which has made such an almost human mechanism out of a printing press that a touch of a button regulates operations.

Mr. Hoe also represented the best and highest typographical interests by his enthusiasm for good printing and art. He was a founder of the Metropolitan Museum, New York, and owned a library of rare typographical value.

OAKLAND MOTOR CAR COMPANY
PONTIAC, MICHIGAN

June 7, 1909

Mr. E. C. Patterson
Mgr. Adv. Dept.
Collier's
Chicago, Ill.

Dear Sir:—

Talk about a cat having nine lives. I am inclined to think that an advertisement once appearing in Collier's becomes immortal. We are still receiving replies from our page advertisement used last December.

This is a splendid tribute to Collier's and convinces of the lasting value, and I doubt if it can be duplicated by any other publication in the United States.

Yours very truly,

OAKLAND MOTOR CAR CO.
(Signed) J. H. Newmark
In Charge of Advertising



More than Chicago, Philadelphia and Boston Combined

Figures just given out by the Public Service Commission show that the passenger traffic on the New York City roads is greater than that of Chicago, Philadelphia and Boston put together.

• The figures are staggering. And while we hate to paint the lily—we ask to be allowed to make one dab:

If you can reach more passengers in a year in New York City than you can reach in Chicago, Philadelphia and Boston combined—what is your advertising decision?

And remember, it is the most liberal-spending public on earth—right here in New York City.

We have the exclusive control of all advertising space in the New York City Surface Cars—boroughs of Manhattan, Bronx, Richmond and in the Fifth Ave. Auto Buses.

No patent medicine or “cure” advertising accepted. Study the cards—we have a standard.

Dealings direct with principals only.

New York City Car Advertising Co.

225 Fifth Ave., New York

AN EXAMPLE OF WESTERN FARM WEALTH.

NEBRASKA FARM CONDITIONS CLOSELY OBSERVED—CROPS, SOIL CONDITIONS, EDUCATION, EQUIPMENT—PURCHASING POWER FOR MOST MODERN MECHANIC.

By S. E. Leith.

It was my pleasure to spend part of August in this great state, and being escorted by the Publisher of *Nebraska Farmer*, I had a splendid opportunity to see the things which tend most to make the farmers of Nebraska the men of wealth they are.

One can't help being impressed with the natural beauties of the state. It is centrally located, has a splendid climate, is abundantly watered by eleven large rivers, and there really seems to be no bad land within its bounds.

The soil is a rich, deep black loam with clay subsoil, and they tell me there will be no necessity for fertilizer for a hundred years to come—in fact, it is practically impossible for the farmer to overtax that soil.

The farmers of Nebraska are wealthy; first, because they have soil of great productive power; and, second, because they have the intelligence which enables them to get the full benefits of that soil.

Nebraska is not dependent upon any one crop. While corn yields most of its crop riches—(it being the third state of the Union in the amount of corn produced)—wheat, hay, oats and alfalfa are all produced in unusually large quantities.

I was greatly surprised to learn that for 1908 Nebraska gave the following valuations: Live stock, \$131,884,820; total field crops, \$213,480,998; dairy products, \$12,000,000; eggs, \$18,000,000.

Another thing which impresses the traveler is the large scale on which these farmers operate; they don't do anything in a small way, but depend upon machinery for nearly everything, and they know the advantage of paying a good price to get the best. Nearly every large implement house is represented in the state. A farmer who gives part of his time to selling automobiles told me that during the months of May, June and July he had sold eighteen cars at an average of \$1,500 to farmers.

A short time ago a manufacturer of top boots complained that his sales were falling off in Nebraska. I know why now. The farmers of that state don't walk; they ride in doing nearly all their work. It is nothing uncommon to see the traction engine pulling the plow, and when you don't see this you see four to six horses hitched to a single implement, and the men riding all the time.

As said above, the agricultural wealth of this state is the result of superior education. I visited one of their leading institutions, “The University of Nebraska and Experimental Station,” at Lincoln. They have an attendance of over 600 students who go in for a four-

year agricultural course, during which they receive a thorough education.

In the carpentering department everything pertaining to wood construction from the making of a milk stool to the building of the house or barn was systematically taught.

Another department was especially devoted to cement construction, and here instructions were given in building foundations, sidewalks, drinking troughs, silos and anything else for which cement could be used.

In the department of machinery the youth was not only taught the advantages to be obtained by the adoption of modern inventions, but the machines were there, and he had the advantage of practical demonstration; in fact, he has to become proficient in the use of machinery before a diploma is granted.

I spent a forenoon on one of her fifteen-hundred-acre farms, saw some of the best live stock to be seen anywhere, thirty-six head of Red Polled cattle of an average value of \$200.00—nine good horses and over one hundred Poland China hogs which would net their owner \$50.00 each. I was informed that this man made \$3,600 last year by the sale of cattle alone.

I was shown around the farm in one automobile, and when I wanted to go to the depot they brought out a six-cylinder "Overland" which covered a distance of nine miles in less than seventeen minutes.

From the standpoint of getting most out of a business life, this farmer is far ahead of most city folks. He had a comfortable, well-furnished home. I noticed he not only had a desk and letter file, but even a copying press, and it was really gratifying to note the number of advertised articles which were to be found in that home.

His cattle were supplied with both feeding and drinking troughs of cement, a rural telephone system connected him with all of his neighbors; besides two automobiles he had a 12-horse-power gasoline engine which operated one of the most complete outfits of farm machinery I ever saw.

There are practically no mortgages on their farms, most of them have deposits in the banks, most of them live within easy access of a good market, and they get a good price for the produce they create.

They are an energetic, intelligent, thrifty lot of people who don't have to get in touch with the outside world because they are big enough to make the outside world get in touch with them, and that's why Nebraska offers the field it does for the up-to-date manufacturer who has anything that a farmer can use.

German Families are Large

and large families are large consumers. Think what a quantity of goods the 140,000 or more German Families consume that you reach by advertising with us. Rate, 15c. flat. Why not let us run your ad in the

Lincoln Freie Presse

LINCOLN, NEB.

THE HOMES IN WHICH

The Toledo Weekly Blade

circulates, not only have a buying capacity above the normal, but are of necessity forced to respond to advertising to a greater degree than people living in communities where there are better purchasing facilities. Many concerns who use keyed advertisements send copy week after week, proving results.

NEARLY A
Quarter of a Million
Circulation
AT 50 CENTS PER LINE

PAUL BLOCK, Inc.

Managers of Foreign Advertising
New York Boston Chicago

THE FARMERS' HOME JOURNAL

LOUISVILLE, KY.

is the weekly business paper of the farmers of the Blue Grass State and the Southern States. Its readers are the wealthier class of farmers and stockmen. For the past forty-four years it has been their agricultural guide and mentor. As its columns are carefully guarded from unworthy matter, both reading and advertising, it possesses the confidence of its readers to an extent rarely equaled by any similar publication. Advertisers who have an article of general use to the better class of farmers and stockmen, find the Farmers' Home Journal readers a fertile field for cultivation and always reap a rich harvest whenever they plant a liberal advertisement in its columns. For sample copy and rates, address

FARMERS' HOME JOURNAL

LOUISVILLE, KY.

Business Going Out

The Geo. Batten Agency, New York, is sending out orders and copy to trade-papers and magazines for the Oakland Chemical Company.

The Gardner Agency is contracting for 1,000 lines for the St. Louis & Southwestern Railway in Western weeklies.

The International Show Company, which will hold a wearing apparel show in Madison Square Garden during the week of January 19-26th, will place all its trade-paper and newspaper advertising through Sherman & Bryan, Inc., of New York.

Pacific Coast papers are receiving orders for 3,000 lines, to be used by Schloss Bros., from L. A. Sandlass, Baltimore, Md.

The Mahin Agency, of Chicago, is sending out 3,000-line contracts to Southern papers for the Acme-Evans Company.

The Merchants & Manufacturers Advertising Company, Chicago, is asking farm papers, mail-order papers and magazines of general circulation for rate cards.

H. & G. Klotz (Ed. Pinaud), New York, through Louis Urmy, also of New York, are sending contracts for 2,800 and 2,500 lines to Southern and Pacific Coast papers respectively.

The Chattanooga Medicine Company, Chattanooga, Tenn., is using 14,000 lines in the South and Southwest through Nelson Chesman.

The F. M. Hoyt Shoe Company, Manchester, N. H., is placing orders with Southern papers for 10,000 lines through Geo. Batten, of New York.

The Globe-Wernicke Company, Cincinnati, is sending out 5,000-line contracts to Western papers through F. T. Short, of Chicago.

E. P. Remington, Pittsburg, is using 2,500 lines in the West for Hunyadi Janos.

C. E. Sherin, New York, is placing orders on the Pacific Coast for 1,000 inches for the United Cigar Stores Company.

Fels & Co., Philadelphia, through the Ireland Agency, of the same city, is sending Western papers 10,000-line contracts.

Keys & Lockwood, New York, cravat manufacturers, are using fifty-line newspaper copy in New York City newspapers through Sherman & Bryan, Inc.

C. L. Doty, Cincinnati, is sending out contracts aggregating 42,000 lines to newspapers throughout the country for the Leach Chemical Company.

The Knox Hat Company is sending out twenty-six-time orders to Pacific Coast papers through C. E. Sherin.

The Ironmonger Agency, New York, is sending out copy to Pacific Coast papers for the Steinfelt Bros. Food Chopper.

Chas. H. Fuller, Chicago, is placing 5,000-line contracts in the West for W. L. Dodge & Co.

E. P. Remington, Pittsburg, is using 10,000 lines in Western papers for the Peruna Drug Company.

The Ford Motor Car Company, Detroit, through the MacManus-Kelley Company, Toledo, is sending out contracts for 2,500 lines.

Lord & Thomas, Chicago, are placing 500-inch contracts on the Pacific Coast for Ederheimer, Stein & Co.

Orders for 624 inches are going out direct from Scott & Bowne, New York, to Pacific Coast newspapers.

J. L. Stack, Chicago, is placing orders for 3,500 lines in the South and Southwest for Myers & Co.

The Kazoo Suspender Company, Kalamazoo, Mich., is sending out orders for 5,000 lines to Southern papers through the Chas. H. Fuller Agency, of Chicago.

The wearing apparel show to be held in the Chicago Coliseum next March by the National Show Company, will place all its trade-paper and newspaper advertising through Sherman & Bryan, Inc., New York.

Roberts & McAvinch, Chicago, are placing orders with Southern papers for 10,000 lines, and for 5,000 with Western papers, for Wolf Bros.

CHICAGO NOTES.

The Norfolk & Western Ry., Roanoke, Va., is placing 28-line copy in agricultural publications. Contracts come through Freeman Adv. Agency of Richmond, Va.

The Great Sioux Reservation Information Bureau of St. Paul is using 56-line copy in a large list of farm papers. Dollenmayer Agency, of Minneapolis, is handling this account.

The Chapman Adv. Agency, Portland, Ore., is sending out copy for the

Douglas County Abstract Co. of Rosebury, Ore.

Dale Watch Co., Chicago, is using farm papers. Copy and contract are sent out by the Root Newspaper Co., 235 Fifth avenue, Chicago.

The Grand Trunk Pacific Ry., Winnipeg, Man., is sending direct to farm papers, 50 lines, six times.

The W. W. Kimball Co., Kimball Hall, Chicago, is using a large list of farm papers to advertise its organs. Space they start out with is 60-line contracts, and copy comes through Lord & Thomas.

BOSTON ITEMS.

Contracts are being sent out by the A. W. Ellis Agency for the advertising of the Frank E. Davis Fish Co., Gloucester, Mass. Copy measures 70 to 100 lines and appears twice in the leading general publications.

This agency has closed an appropriation for the advertising of the Holstein-Friesian Association and contracts will go out shortly to magazines of general circulation.

Also from this agency contracts will be sent out this month to newspapers on the advertising of Haynes, Sparrel & Co., manufacturers of the Shawmut Rubbers. This advertising will cover the Fall and Winter campaign.

H. E. Ayres & Co. have secured a large appropriation from Dr. E. S. Sloan to be spent on the advertising of Dr. Sloan's Liniment in billboards throughout the country.

This agency has completed a list of newspapers throughout New England for the Magee Furnace Co. Contracts will go out later in the month.

J. Edmund Thompson, Worcester, Mass., is using large space in a few select publications exploiting his systems of health and body culture. This account is now handled by Mr. Wm. J. Boardman, manager of the Boston office of the Geo. Batten Co.

An example of timely action in advertising was recently handled by Mr. H. P. Dowst of the H. B. Humphrey Co. It was in connection with the advertising of H. Traiser & Sons on their Pippin Cigar. The morning that the world first had the news of Dr. Cook's discovery of the Pole, the Boston papers ran a large four-column adv. in their front page showing Dr. Cook discovering the North Pole in the form of a Pippin Cigar.

The Walter Baker Company is sending out copy direct to its list of publications covering a seven-months' campaign.

The Walton Advertising & Printing Co. secured an appropriation from the Beach Jacket Co., Worcester, Mass. Farm papers in the Middle West are to be used.

ST. LOUIS-KANSAS CITY NOTES.

C. M. Wooster & Co., Kansas City, are using a list of agricultural papers and weekly newspapers published in the Middle West to advertise Mexican lands. Copy and orders for seventy-five lines are being sent out through the Horn-Baker Advertising Company, Kansas City.

The Hill Grocer Company, St. Louis, is conducting a campaign in weekly newspapers that circulate in territory tributary to St. Louis, advertising groceries on the mail-order plan. One hundred-line display copy is being used. H. W. Kastor & Sons' St. Louis office is placing the advertising.

D. J. Lane, St. Marys, Kansas, advertising a remedy for asthma, is sending out orders for nine-line readers to a list of big weeklies through the F. A. Gray Advertising Company, Kansas City.

The General Compressed Air & Vacuum Machinery Company, St. Louis, is placing direct, in magazines, display copy advertising portable vacuum cleaning machines which it manufactures.

The Horn-Baker Advertising Company, Kansas City, is sending out orders to a list of mail-order publications and weekly editions of dailies for Jelly & Remberton, same city. This firm sells men's clothing on the instalment plan by mail. Seventy-two-line display copy is being used.

In Portland Maine!

With a paid circulation equal to the combined circulation of all (three) other Portland dailies, and the Lowest Rate per thousand of any Portland paper, the

EVENING EXPRESS

has a clear lead in its field.

Its **SUNDAY** Edition—the **TELEGRAM**—has the **LARGEST CIRCULATION** of any **MAINE SUNDAY PAPER**.

These papers have
**concentrated circulation
and cover their territory so
closely as to create demand.**

JULIUS MATHEWS, Representative.

As Mr. Dooley says:—

"If anybody wants to give you something for nothing holler for the police"—as true a word as that quaint philosopher ever penned.

If we were to offer you, without money and without price, the services of our art and copy departments for the preparation of preliminary sketches and copy suggestions, you would be justified in hollering for the police.

Some people seem to have an idea that such services should be gratis, but it is clear that they have not thought very deeply.

Labor always costs money, and he who fancies that he is getting something for nothing will generally find in the end that he is paying for it quite dearly.

We make a just and reasonable preliminary charge for rough sketches with or without accompanying copy suggestions, covering the bare cost of their preparation—a very low charge when the original and extremely practical ideas embodied are taken into consideration.

The advertiser who is at a loss to determine what he wants to do or how it should be done, will find it greatly to his advantage to enlist our services in the preparation of preliminary suggestions and sketches—to be finished up after approval at our regular prices, minus the preliminary charges.

In this way he can secure the best thought of a staff of men notable for their experience and the diversity of their individual attainments.

ARTISTS—COPY WRITERS—ENGRAVERS—PRINTERS
DAY AND NIGHT ART STAFFS

THE ETHRIDGE COMPANY

41 Union Square, New York City

Telephones { 4848 } Stuyvesant
 { 4847 }

COMMERCIAL ART

By GEORGE ETHRIDGE, 41 Union Square, N. Y.

The purpose of the advertisement marked No. 1 is, according to the copy, to convince folks with leisure and money that they ought to go to San Antonio during the winter.

Undoubtedly there is something

thoroughly understood—or should be by this time—as the fact has been very thoroughly and generally well advertised.

This half-page advertisement is probably the poorest piece of advertising which the Ingram Com-

YOU are missing the outing of a lifetime if you don't see San Antonio this winter. The old city of romance is this year resplendent with new attractions, new hotels, new Polo Club, new everything!



Come and see the Alamo. Visit the ancient Missions of the Spanish Friars. Parks, Music, Golf, Polo, Hunting, Fishing, and the short run by rail to surf bathing in the Gulf. Sea food and fish dinners; breakfast fresco.

Mineral Wells, natural hot baths. Second largest Military Post in America; dress parades, balls and dances and the gayest of refined society. We want you to have fun only of our beautiful new book, edition de luxe, "San Antonio the Beautiful." Don't think of going anywhere else this winter till you know what San Antonio has to offer, her wonderful attractions and her ideal climate.

Address JOHN B. CARRINGTON, Sec'y
4 Chamber of Commerce - - San Antonio, Texas

NO. 1.

in this idea as San Antonio is a very fine place to visit—but an uncertain picture of a scorching automobile and a ghostly building in the background does not help very much.

It is true that the space is limited and not much can be done in the way of picturing the fascinations of San Antonio—but an illustration like No. 2 economizes space and is far more attractive and appropriate to the purposes of the advertisement.

* * *

That there is "Beauty in Every Jar" of Milkweed Cream is pretty



NO. 2.

company has ever done for its preparation.

The attempt to show the heads and shoulders of eight beautiful women protruding from eight jars



of Milkweed Cream, is altogether too much of an undertaking.

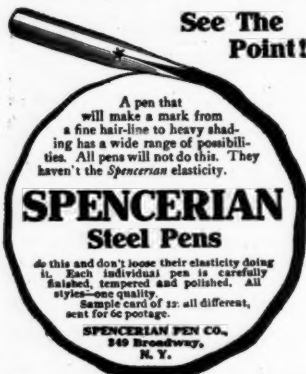
The ladies lose their beauty and the force of the catch phrase is lost. One beauty is quite enough for one ad.

* * *

The point is that a Spencerian Pen is so elastic that you can make any kind of a mark with it from a thin hair line to a heavy shading, and the beauty of this little magazine advertisement is that it tells the entire story without the aid of the copy.

If this simple little design were used with no text at all except the word "Spencerian" it would be a

See The
Point!



pretty good advertisement. Thus it meets the severest test to which an advertising illustration can be put and tells the whole story at a glance.

* * *

The advertising of Rock Ridge School runs consistently but severely to rocks.

There may be something peculiarly tempting and alluring in a bare rock to the boy who is looking for a school, but just what the boy or his parents can find in a naked rock which interests them or convinces them that Rock Ridge School is a good one, is certainly hard to imagine.

* * *

All that this full-page magazine advertisement accomplishes is to show that Ely Meyer and M. C.

ROCK RIDGE SCHOOL

Wellesley Hills, Mass.

Characterized by Strength of Teachers

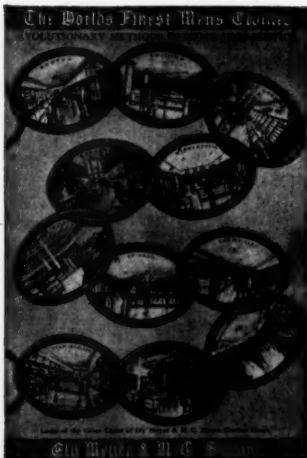
The many considerations of a boy's life at school form the text of a pamphlet that has been written about this school. Though it may not influence a selection in favor of this school, it will be read with interest by all who are impressed with the equipment and methods that are essential for a thoroughly modern preparatory school.

This pamphlet, which has been prepared with care and illustrated with numerous photographic reproductions, describes both by word and picture many details of the school life as well as the advantages, natural beauty and historic interest of the school's surroundings. Sent without charge on request by postal card or otherwise. Please address

Dr. R. O. WHITE, Rock Ridge Hall
Wellesley Hills, Mass.

Simon clothes are sold in eleven different cities.

If these manufacturers had said in plain terms that their clothing was sold in commodious and well-appointed stores in these eleven cities they would have accomplished all and more than is done in this expensive full page—and saved a great deal of valuable space.



**Mr.
Would-be
Publisher**

**Relieve yourself of the
"dead weight."**

If you have a subscription list which you are carrying, merely to fulfil your obligations to your readers, sell it to us. We are in the market for the lists of "near dead" periodicals.

THE PROGRESS CO.

Publishers of
**THE PROGRESS MAGAZINE
AND OPPORTUNITY
CHICAGO, ILLINOIS**

IMPORTANT NOTICE

The Farmers and Drivers Journal, Weekly, Magazine Number is making good its promise, that the writers and editorial force of the weekly are to be the best.

The following authorities will be regular contributors. Others to be announced.

Prof. Herbert W. Mumford, Director Dept. of Animal Husbandry, Agricultural College, Illinois.

Prof. Chas. F. Curtiss, Dean and Director, Ames, Iowa.

Prof. W. H. Stevenson, Director Dept. of Soils, Ames, Iowa.

Prof. W. J. Kennedy, Director Dept. of Animal Husbandry, Ames, Iowa.

Prof. Chas. S. Plumb, Dept. Animal Husbandry, Ohio Agricultural Experiment Station.

We believe \$4 subscribers are entitled to the best.

The Magazine Number will make good from the jump off.

The progressive farmer of today recognizes the value of authoritative practical text matter mixed with his every-day operations.

We guarantee to reach 50,000 of these princes of the soil with our first issue—October 7th. Note the date and plan to appear in the charter number.

The advertising rate is 15 cents per line, flat.

Make good? Well, I guess Yes.

Farm Magazines—Farmers and Drivers Journal
56 EXCHANGE AVENUE, CHICAGO
B. W. ROGERS, Western Rep., Tribune Bldg., Chicago
THOS. H. CHILD, Eastern Rep., Flatiron Bldg., N. Y. City

**The Cuban Market
is Yours**

Give a thought to the fact that there are 2,000,000 people here that *must* buy from you. There is a tariff discrimination of from 20 per cent to 40 per cent in favor of American goods. We invite you then to consider the advisability of investing some of your advertising appropriation in this field: we are both natives of Cuba, we know the country and the peculiarities of its Spanish-speaking people, and we can handle the campaign for you as no one else can. Write to us for any information you may require regarding merchandising and distributing conditions in your particular line. ACOSTA & CORTINAS, 204 National Bank of Cuba Bldg., Havana, Cuba.

**You Can Reach
10,000 Farmers**

residing in Nebraska and adjacent states by telling your story in

**Campbell's
Scientific Farmer**

and the cost will be only 7 cents a line to tell it.

You reach a prosperous class of farmers who will buy your goods if you will tell them what you have to sell.

Advertisers now using it report very favorably on results obtained. It is a small circulation, but a choice one, and not a copy is wasted.

Place it on your list and let us show you what it will do.

Send your order through any Advertising Agency or direct to

GEO. W. WILLIS

Publishers' Representative

MET. LIFE INS. CO. BLDG.
NEW YORK CITY

Send for a copy of my booklet,
"How to Sell Goods Through
the Mails."

'Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order accepted for less than one dollar.

ADVERTISING AGENCIES

DARLOW ADVERTISING AGENCY, Omaha, Neb. Newspapers and Magazines.

H. W. KASTOR & SONS ADVERTISING CO., Laclede Building, St. Louis, Mo.

ALBERT FRANK & CO., 26 Broad St., N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

Financial Advertising is being placed in
CUBA AND JAMAICA
for the American Security Contract
Co., of Philadelphia by the
BEERS ADVERTISING AGENCY
OF HAVANA, CUBA

New York Office: 66 Beater Street, Room 801
Geo. W. DYER, Representative

ADVERTISING MEDIA

THE Ladies' Home Journal, is the greatest advertising medium in the world.

THE Saturday Evening Post covers every State and Territory

THE Textile Manufacturer, Charlotte, N. C., leading textile publication South. Circulation increased 50% past year.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

BUSINESS OPPORTUNITY

MAIL ORDER POULTRY PRINTING BUSINESS FOR SALE. Consists of cuts, good will and small stock. Field unlimited. Orders come from all over the United States and Canada. Can be conducted by any printer. Price very low. **POST PUBLISHING COMPANY,** Goshen, Ind.

COIN CARRIERS

GET THE CASH

with the subscription order. Also used with Want ad dept. 1,000 any Printing, \$3.25; 5,000 any Printing, \$10.00. Samples free. **DETROIT COIN WRAPPER CO.,** 4 John R. Street, Detroit, Mich.

COLLECTIONS

COLLECTIONS of all kinds wanted. Special Attention Publishers' accounts. Will deliver publications and look after renewals. **E. H. WIGGINS,** 119 Main, Houston, Texas.

ENGRAVING

PERFECT copper half-tones, 1 col. \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.,** Youngstown Ohio.

KITAB ENGRAVING CO. (Inc.), 401 Lafayette St., New York, makers of half-tone, color, line plates. Prompt and careful service. Illustrating. **TELEPHONE: 1664 SPRING.**

ELECTROTYPES

Get Our Prices On Electros

We'll give you better plates, quicker service and save you expressage. Largest electrotyping plant in the world—capacity 90,000 column inches a day. Write for prices and sample of patent Holdfast interchangeable base.

RAPID ELECTROTYPE COMPANY, Advertisers' Block, Cincinnati O.

FOR SALE

Addresses—8,000 names and addresses—county directory—Published 1909 on subscription, at \$3.00. Only a few left. Postpaid upon receipt of \$1.00 per copy. **County Directory Co.,** Mt. Clemens, Mich.

HELP WANTED

WANTED—Editor for farm journal. State experience and references. Address **FARM JOURNAL,** care of Printers' Ink.

RECOGNIZED AGENCY wishes to open branch office in New York, also Middle West, wants successful solicitor who can command one or more large advertisers' appropriations, and manage office. Address "ADVERTISING AGENCY," care Printers' Ink.

POSITIONS NOW OPEN—For Adv. solicitors, Ct., \$20-\$25; Ga., \$40; Ill., \$20; Pa. trade journal, \$35; For business managers, Ct., \$50; Pa., \$30. Editorial writer, republicans, N. Y., \$35; city ed., Okla., \$35; N. Y., \$25. Adv. copy and rate man, agency experience, Mass., \$50. Also for reporters, desk men and linotype operators. Booklet free. **FERNALD'S NEWSPAPER MEN'S EXCHANGE,** Springfield, Mass.

WANTED—HIGH-CLASS SPECIALTY SALESMEN to sell our line of Advertising Pencils and Penholders. A golden opportunity for MEN WHO CAN SELL. Ask A. H. Brewster, Sales Manager, **WOOD & CO., Inc.,** Jacksonville, Fla.

COPY WRITER WANTED

The largest dry goods and department store in one of the biggest southern cities has an opening for a copy writer who is thoroughly experienced in these lines. It is intended that the successful candidate be eventually appointed to the management of this department. Address, giving full details, salary expected and samples of work to "EARNEST," care Printers' Ink.

MISCELLANEOUS WANTS

WANT good specialty for mail order business. Prefer goods that can handle exclusively. Might buy patent, dies or mould of meritorious article. **CARROLL CUTLER CO., 235 Manhattan Bldg., Chicago.**

\$25⁰⁰
Per Week

IF YOU EARN LESS, I can help increase your salary or income by teaching you how to plan and write scientific advertising and business correspondence, for the purpose of filling a salaried position, or establishing your own office. The only correspondence course heartily endorsed by the great experts and publishers. Let me mail my beautiful Prospectus.
George H. Powell, 1345 Metropolitan Annex, New York City



PATENTS

PATENTS THAT PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. **E. S. & A. B. LACEY, Washington, D. C. Established 1869.**

POSITIONS WANTED

CAN you use a trained ad man; a specialist in catalogs, booklets, etc.; an experienced executive with practical ideas and intelligence? Address "E. F.," care Printers' Ink.

POSITION as advertising manager or assistant, by young man with four years' agency and sales department experience. Expert in copy, printing, sales plans and correspondence. Familiar with automobiles. **P. I. Box 384.**

EXPERIENCED NEWSPAPER MAN (resident Pacific Coast) wants management small daily \$8,000 to 10,000, on Pacific Coast. Systemizer in every department. "Box 51," care Printers' Ink.

Newspaper, Magazine Advertising Agency

A woman of wide experience in daily newspaper and advertising work desires connection with first class newspaper or agency. Understands advertising from one inch ad. to three sheet poster. Can write convincing copy—the kind that sells. Experience covers ten years in London, Paris and New York. Will locate anywhere. Salary expectations moderate. "MAKE GOOD," care Printers' Ink.

POSITION WANTED

YOUNG MAN (20) with some knowledge of advertising, wishes position with firm where the ad. writing business can be learned. Best of reference as to ability and character. **D. BRODSTEIN, Box 127, Asbury Park, N. J.**

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms, **334 Fifth Ave., New York City.**

PRINTING

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. **THE BOUTON PRESS, drawer 88, Cuba, N. Y.**

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.
WINTHROP PRESS, 419 Lafayette St., N. Y.

PUBLISHING BUSINESS OPPORTUNITY

\$25,000 cash

will buy a good paying small monthly magazine. Should pay 20 per cent to 30 per cent in hands of energetic publisher. Ill health of owner reason for selling.

\$35,000 cash

will buy an excellent trade monthly with its future still ahead. Should pay 20 per cent from the start.

These are two typical publishing opportunities. We have others larger and smaller.

HARRIS-DIBBLE COMPANY

Brokers in Publishing Property
283 BROADWAY NEW YORK

A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. PRINTERS' INK's Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publisher's statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Anniston, Evening Star. Quantity and quality circulation; leading want ad. medium.

Birmingham, Ledger, dy. Average for 1908, 19,370. Best advertising medium in Alabama.


Montgomery, Journal, dy. Aver. 1908, 9,733. The afternoon home newspaper of its city.

ARIZONA


Phoenix, Republican. Daily aver. 1908, 8,853. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

COLORADO

Denver, Post, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1908, 88,467.

 This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT

 **Bridgeport, Morning Telegram,** daily average for Aug., 1909, sworn, 13,924. You can cover Bridgeport by using Telegram only. Rate 1½c. per line flat.

Meriden, Journal, evening. Actual average for 1907, 7,743; average for 1908, 7,728.

Meriden, Morning Record and Republican. Daily aver. 1906, 7,872; 1907, 7,769; 1908, 7,729.

New Haven, Evening Register, daily. Annual sworn average for 1908, 15,564; Sunday, 13,667. First 6 months, 1909, 17,000 copies daily (sworn).

New Haven, Union. Average 1908, 16,326; E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Aver. 1906, 6,104; average for 1907, 6,547; for 1908, 6,739.

Norwalk, Evening Hour. Average circulation exceeds 3,450. Sworn statement furnished.

Waterbury, Republican. Average for 1908, Daily, 6,325; Sunday, 6,243.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Daily average for 1908, 36,763 (© ©).

FLORIDA

Jacksonville, Metropolis. Dy. av. 1st 6 mos., 1909, 12,907. E. Katz, Special Agent, N. Y.

Jacksonville, Times-Union. June dy 17,742; Sun 19,839. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

GEORGIA

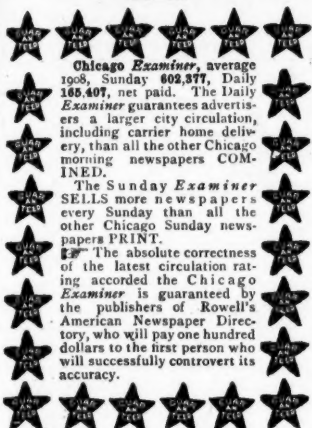
La Fayette, Messenger. Weekly. Average circulation, 1908, 2,541.

ILLINOIS

Belvidere, Daily Republican entitled to Roll of Honor distinction. Need more be said?

Chicago, Breder's Gazette, weekly. \$2. Aver age for first 6 months, 1909, 77,721.

Chicago, *Dental Review*, monthly. Actual average for 1907, 4,018; for 1908, 4,007.



Chicago Examiner, average 1908, Sunday 602,377, Daily 165,407, net paid. The Daily Examiner guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, *Record-Herald*. Average 1908, daily net paid exceeding, 141,000; Sunday net paid exceeding, 197,000. It is not disputed that the Chicago *Record-Herald* has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

The absolute correctness of the latest circulation rating accorded the *Record-Herald* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Joliet, *Herald*, evening and Sunday morning. Average for 1908, 6,808.

Libertyville, *Business Philosopher*, mo.; mercantile. Av. 1908, 16,608. A. F. Sheldon, Ed.

Peoria, *Evening Star*. Circulation for 1908, 20,911.

Sterling, *Evening Gazette*, average circulation for 1908, 4,409. First six months, 1909, 4,963.

INDIANA

Evansville, *Journal-News*. Average, 13,183. Sundays over 13,000. E. Katz, S. A., N. Y.

Notre Dame, *The Ave Maria*, Catholic weekly. Actual net average, 26,112.

Princeton, *Clarion-News*, daily and weekly. Daily average, 1,577; weekly, 2,641.

South Bend, *Tribune*. Sworn average July 1909, 10,239. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*, daily. Average 1908, 9,139. "All paid in advance."

Davenport, *Times*. Daily aver. Aug, 16,946. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Dubuque, *Times-Journal*, morning and eve. Daily average, 1908, 12 664; Sunday, 14,731.

Washington, *Eve. Journal*. Only daily in county. 1,900 subscribers. All good people.

KANSAS

Hutchinson, *News*. Daily 1907, 4,670; 1908, 4,559. E. Katz, Special Agent, N. Y.

KENTUCKY

Lexington, *Herald*. D. av., 1908, 7,194. Sunday, 8,256. Week day, 7,006. Com. rates with *Gazette*.

Lexington, *Leader*. Average for 1908, evening, 5,448, Sunday 6,878. E. Katz.

Louisville, *The Times*, evening daily, average for 1908 net paid 48,940.

MAINE

Augusta, *Comfort*, monthly. W. H. Gannett, publisher. Actual average, 1,294,438.

Augusta, *Kennebec Journal*, daily average 1908, 8,826. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1908, daily 10,070; weekly, 28,727.

Phillips, *Maine Woods and Maine Sportsman*, weekly. J. W. Brackett Co. Aver. for 1908, 7,977.

Portland, *Evening Express*. Average for 1908, daily 14,451. Sunday *Telegram*, 10,001.

MARYLAND

Baltimore, *American*. Daily average for 1908, 74,702; Sunday, 92,379. No return privilege.

Baltimore, *News*, daily. News Publishing Company. Average 1908, 84,395. For Aug., 1909, 80,395.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, *Evening Transcript* (©). Boston's tea table paper. Largest amount of week day ad.

Boston, *Globe*. Average 1908, daily. 176,397; Sunday, 319,790. Largest circulation daily of any two-cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon edition for one price. During 1908 The Boston *Globe* printed a total of 22,450 columns, or 6,869,700 lines of advertising. This was 7,445 more columns, or 2,443,225 more lines than appeared in any other Boston newspaper.



BOSTON TRAVELER

Established 1825.

Average circulation for June, 1909, 102,645. Gain over June, 1908, 17,027.

The character and distribution of its circulation ensure results to advertisers. No questionable copy accepted.

In Boston It's The Post

AUGUST, 1909, Averages

Boston Sunday Post
248,303

Gain of 13,686 Copies
over August, 1908.

Boston Daily Post
291,315

Gain of 25,082 Copies
over August, 1908.

Human Life, The Magazine About People. Guarantees and proves over 200,000 copies monthly.

Clinton, Daily Item, net average circulation for 1908, 3,099.

Fall River, Globe. The clean home paper. Best paper. Largest circ. Actual daily av. 1908, 7,473.

Lawrence, Telegram, evening, 1908 av. 3,949. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. year 1907, 16,522; 1908, average, 16,396. Two cents Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.

Salem, Evening News. Actual daily average for 1908, 19,233.

Worcester, Gazette, eve. Aver. first 5 months, 1909, 16,878; Largest evening circulation.

Worcester, L'Opinion Publique, daily (©©). The only Gold Mark French daily in the U. S.

MICHIGAN

Detroit, Michigan Farmer. Read by all Michigan farmers. Ask any advertiser. 80,000.

★ **Jackson, Patriot**, Aver. Aug., 1909, daily 9,169, Sunday 9,968. Greatest circulation.

Saginaw, Courier-Herald, daily. Only Sunday paper; aver. for 1908, 14,330. Exam. by A.A.A.

Saginaw, Evening News, daily. Average for 1908, 19,386; Aug., 1909, 21,614.

MINNESOTA

Duluth, Evening Herald. Daily average 23,093. Largest by thousands.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for six months ending July 15, 1909, 100,166.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach sections most profitably.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for 1908, 28,270.

★ **Minneapolis, Journal**, Daily and Sunday (©©). In 1908 average daily circulation evening only, 75,639. In 1908 average Sunday circulation, 73,429. Daily average circulation for Aug., 1909, evening only, 70,416. Average Sunday circulation for Aug., 1909, 73,083. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the American Newspaper Directory. It goes into more homes than any other paper in its field. ★

Minneapolis, Svenska Amerikaniska Posten. Swan J. Turnblad, publisher, 1908, 68,941.

CIRCULAT'N **Minneapolis, Tribune**, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. The Sunday *Tribune* average per issue for the year ending December, 1908, was 68,300. The daily by Am. Newspaper Directory. was 90,117.

MISSISSIPPI

Biloxi, Herald, evening. Average circulation for 1908, 1,096. Largest on Mississippi Coast.

MISSOURI

Joplin, Globe, daily. Average, 1908, 16,848. E. Katz, Special Agent, N. Y.

★ **St. Joseph, New-Press**. Circulation, 1908, 38,320. Smith & Budd, Eastern Reps.

★ **St. Louis, National Druggist** (©©), Mo. Henry R. Strong, Editor and Publisher. Average for 1908, 9,167. Eastern office, 508 Tribune Bldg.

★ **St. Louis, National Farmer and Stock Grower**, Mo. Actual average for 1908, 104,708.

NEBRASKA

Lincoln, *Deutsch-American Farmer* weekly. 142,390 for year ending Dec. 31, 1908.

Lincoln, *Freie Press*, weekly. Average year ending Dec. 31, 1908, 142,440.

NEW JERSEY

Camden, *Daily Courier*. Actual average for year ending December 31, 1908, 8,870.

Jersey City, *Evening Journal*. Average for 1908, 24,078. Last three months 1908, 25,021.

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. Av. 1906, 18,237. Av. 1907, 20,370; last quarter yr. '07, av. 20,409.

NEW YORK

Albany, *Evening Journal*. Daily average for 1908, 16,936. It's the leading paper.

Brooklyn, N. Y. **★** *Printers' Ink* says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1908, 82,286.

Buffalo, *Courier*, morn. Average, Sunday, 91,447, daily, 51,604; *Enquirer*, evening, 34,570.

Buffalo, *Evening News*. Daily average for 1906, 94,473; 1907, 94,843; 1908, 94,033.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1908, 6,132.

Mount Vernon, *Argus*, eve. Daily av. cir. 6 mos. ending June 30, 1909, 6,089. Only daily here.

Newburgh, *Daily News*, evening. Average circulation entire year, 1908, 4,229. Circulates throughout Hudson Valley. Examined and certified by A.A.A. **★**

NEW YORK CITY

Army and Navy Journal. Est. 1863. Weekly average, 7 months ending July 31, 1909, 10,623.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1908, 6,700.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1908, 26,022 (©).

Leslie's Weekly, 225 Fifth Avenue, Leslie-Judge Co. 200,000 guaranteed.

The Tea and Coffee Trade Journal. Average circulation for year ending Dec., 1908, 10,280 Dec., 1908 issue, 10,000.

The World. Actual average, Morning, 345,434. Evening, 406,172. Sunday, 483,335.

Poughkeepsie, *Star*, evening. Daily average for first five months 1909, 4,327; May, 6,342.

Rochester, *Daily Abundant*. Largest German circulation in state outside of New York City.

Schenectady, *Gazette*, daily. A. N. Liecty. Actual Average for 1908, 18,740.

Syracuse, *Evening Herald*, daily. Herald Co., pub. Aver. 1908, daily 34,067; Sunday, 40,981.

Troy, *Record*. Average circulation 1908, 20,402. Only paper in city which has permitted A. A. examination, and made public the report. **★**

Utica, *National Electrical Contractor*, mo. Average for 1908, 2,683.

Utica, *Press*, daily. Otto A. Meyer, publisher. Average for year ending Jan 1, 1909, 16,374.

OHIO

Ashtabula, *American Sanomat* Finnish. Actual average, 11,120.

Cleveland, *Ohio Farmer*. Leads all farm papers in paying advertisers. 100,000.

Cleveland, *Plain Dealer*. Est. 1841. Act. daily and Sunday average 1908, 78,281, Aug., 1909, 86,940 daily; Sunday, 103,710.

Columbus, *Midland Druggist*. The premier pharmaceutical magazine. Best medium for reaching druggists of the Central States.

Dayton, *Journal*. Actual average, 21,217.

Springfield, *Farm and Fireside*, over ¼ century leading Nat. agricult' paper. '08, 483,714.

Youngstown, *Vindicator*. D'y av. '08, 18,000; Sy., 10,400; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Muskogee, *Times-Democrat*. Average 1907, 6,659; for 1908, 6,689. E. Katz, Agent, N. Y.

Oklahoma City, *The Oklahoman*. 1908 aver., 26,955; Aug., '09, 31,133. E. Katz, Agent, N. Y.

OREGON

Portland, *The Oregonian*, (©) For over fifty years the great newspaper of the Pacific Northwest—more circulation, more foreign, more local and more classified advertising than any other Oregon newspaper. Aug. NET PAID circulation, daily, 40,432, Sunday average, 50,276. **★**

PENNSYLVANIA

Chester, *Times*, ev'g d'y. Average 1908, 7,849. N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

Erie, *Times*, daily. Aver. for 1908, 18,487; Aug., 1909, 19,009. E. Katz, Special Agt., N. Y.

Harrisburg, *Telegraph*. Sworn average Aug., 1909, 16,315. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago. **★**

Johnstown, *Tribune*. Average for June, 1909, 12,674. Only evening paper in Johnstown. **★**

Philadelphia Bulletin

"The name of 'The Bulletin' is a household word among the people of Philadelphia and its vicinity.

"Its circulation now reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania."

NET AVERAGE FOR JULY

242,542

COPIES A DAY

"THE BULLETIN" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Pub.

Philadelphia, The Camera, is the only best photographic monthly. It brings results. Average for 1908, **\$6.325**.

Philadelphia, *Confectioners' Journal*, mo.
Average 1907, 5,514; 1908, 5,517 (©©).

Only one agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded all four of PRINTERS' INK's distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (®). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its content; has a circulation cause it circulates its circulation; received the Sugar Bowl because PRINTERS' INK's investigation proved it to be the best agricultural paper; was awarded the Gold Mark because advertisers value it more for quality than quantity.

Philadelphia. The *Press* (☉☉) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for June, 1909, 101,753; the Sunday *Press*, 149,976.


Washington, *Reporter and Observer*, eve. and morn. dv. av. '08. 11.734. They cover the field.

West Chester. Local News, daily, W. H. Hodgson. Aver. for 1908, 15,644. In its 35th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York, Dispatch and Daily. Average for 1908.
18,471.

RHODE ISLAND

Pawtucket, Evening Times. Average circulation, 1908, 18,185—sworn.

 Providence, *Daily Journal*: Average for 1908, 20,210 (©©). Sunday, 25,861 (©©). *Evening Bulletin*, 45,373 average 1908.

Westerly, Daily Sun, George H. Utter, pub-
Circulates in Conn. and R.I. Aver. 6 mos., \$5.00.

SOUTH CAROLINA

Charleston, *Evening Post*. Actual daily average 1908, 4,832.


GUAR AN FEED

Spartanburg, Herald. Actual daily average circulation for 1908, 2,992.

SOUTH DAKOTA

Sioux Falls, South Dakota Farmer. Best Mail Order Medium; The only weekly farm paper in the state.

TENNESSEE

 Knoxville, *Journal and Tribune.*
Week-day av. year ending Dec. 31, 1908,
15,855. Week-day av. November and
December, 1908, 16,909.

Memphis, Commercial Appeal, daily, and Sunday, average first 6 mos., 1909: Daily, **48,980**; Sunday, **70,015**. Smith & Budd, Representatives, New York and Chicago.

Nashville, *Banner*, daily. Average for year 1906, 31,455; for 1907, 36,206; for 1908, 36,554.

TEXAS

El Paso, Herald, March aver. 10,002. Only El Paso paper examined by A. A. A.

VERMONT

Barre, Times, daily. F. E. Langley. Average for 1908, 4,775. Examined by A. A. A.

Burlington, *Free Press*. Daily average for 1908, 8,603. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier, *Argus*, dy., av. 1908, 3,327 Only
Montpelier paper examined by the A. A. A.


Rutland, *Herald*. Average, 1908, 4,556. Only Rutland paper examined by A. A. A.

St. Albans, *Messenger*, daily. Average for 1908, 3,132. Examined by A. A. A.

VIRGINIA

Danville, *The Bee*. Av. 1908, 3,086; Aug., 1909, 3,758. Largest circulation. Only evening paper.

WASHINGTON

 **Seattle, The Seattle Times (66)** is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Aug. '09, circ. of **\$5,355** daily, **\$1,582** Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great *productive value* to the advertiser. In 1906-'07-'08 *Times* beat its nearest competitor **6,997,466** lines.

Tacoma, *Ledger*. Average 1908, daily, 18,732.
Sunday, 25,729.

Tacoma, News.	Average for year, 1908,
18.768.	

WISCONSIN

Janesville, *Gazette*. Daily average, Aug., 1909, daily, 5,327; semi-weekly, 1,800.

Madison, *State Journal*, daily. Actual average for 1908, 5,090.

Milwaukee, *Evening Wisconsin*, daily. Average for July, 1909, 40,907 (60). The great Home Paper of Wisconsin.

Milwaukee, *The Journal*, evz., ind daily. Daily average for 12 mos., 58,559; for Aug., 1909, 60,808; daily gain over Aug., 1908, 5,269. Over 50% of Milwaukee homes. Flat rate 7 cents per line. Carries largest amount of advertising of any paper in Milwaukee.

Oshkosh, *Northwestern*, daily. Average for April, 1908, 9,348. Examined by A. A. A.

Racine, *Journal*, daily. Av. for 12 months ending May 1, 1909, 4,442; April, 4660.



THE WISCONSIN AGRICULTURIST

Racine, Wis., Established, 1877. Actual weekly average for year ended June 30, 1909, 40,762. Larger circulation in Wisconsin than any other paper. Adv. \$1.50 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

WYOMING

Cheyenne, *Tribune*. Actual net average six months, 1908, daily, 4,877; semi-weekly, 4,420.

BRITISH COLUMBIA

Vancouver, *Pioneer*, daily. Av. for 1908, 15,928; Aug., '08, 14,459; Aug., '09, 15,801; H. DeClerque, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, *Free Press*, daily and weekly. Average for 1908, daily, 37,095; daily July, 1909, 41,478; weekly 1908, 27,428; July 1909, 24,633.

Winnipeg, *Der Nordwesten*. Canada's German newspaper. Av. 1908, 17,648. Rates 56c. in.

Winnipeg, *Telegram*, dy. av. for 9 mos. to Apl. 30, '09, 25,445. Weekly, same period, 29,610.

QUEBEC, CAN.

Montreal, *La Presse*. Actual average, 1908, daily 99,339, weekly 46,938.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears. Advertisements under this heading are desired only from papers of the requisite grade and class.

COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word.

THE Denver Post prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington. D. C. (60), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE *Champaign News* is the leading Want ad. medium of Central Eastern Illinois.

THE *Chicago Examiner* with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

INDIANA

THE INDIANAPOLIS STAR

The Leading "Want Ad" medium of the State, publishes more paid classified advertising than any other paper in Indiana.

RATE

All Classifications One Cent Per Word. Only Sunday Paper in Indianapolis.

MAINE

THE *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

MARYLAND

THE *Baltimore News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston *Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns



THE Boston *Globe*, daily and Sunday, for the year 1908, printed a total of 417,908 paid Want Ads. This was 233,144, or more than twice the number printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis *Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in July, 1909, amounted to 169,176 lines; the number of individual ads published were 23,132. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.



THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.

CIRCULATION THE Minneapolis *Tribune* is the oldest Minneapolis daily and has over 90,000 subscribers. It publishes over 140 columns of Want advertisements every week at full price (average of two pages a day); no free ads, price covers both morning and evening issues. Rate, 10 cents per line. paper Directory Daily or Sunday.



MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda *Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1908, 10,629 daily; 14,206 Sunday.

NEW JERSEY

THE Jersey City *Evening Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 60% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

PRINTERS' INK, published weekly. The recognized and leading Want Ad Medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, halftone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE *Oklahoman*, Okla. City, 31,183. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

SOUTH DAKOTA

THE Sioux Falls *Daily Press* carries 40% more advertising than any other South Dakota paper; 100% more of Want ads.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE *Evening Citizen*, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

THE *La Presse*, Montreal. Largest circulation in Canada without exception. (Daily 99,239—sworn to.) Carries more Want Ads than any newspaper in Montreal.

(●●) Gold Mark Papers (●●)

Advertisers value the Gold Mark publications more for the class and quality of their circulation than for the mere number of copies printed.

Out of a total of over 22,000 publications in America, 122 are distinguished from all the others by the so-called gold marks (●●).

ALABAMA

The Mobile *Register* (●●). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to *The Evening and Sunday Star*. Average, 1908, 36,762 (●●).

GEORGIA

Atlanta *Constitution* (●●). Now as always, the Quality Medium of Georgia

Savannah *Morning News*, Savannah, Ga. *The Daily Newspaper for Southern Georgia*. C. H. Eddy, New York and Chicago Representative.

ILLINOIS

Bakers' Helper (●●), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. *Grain Dealers Journal* (●●), Chicago, the grain trade's accepted medium for "Want" ads. *The Inland Printer*, Chicago (●●). Actual average circulation for 1908, 15,866.

KENTUCKY

Louisville *Courier-Journal* (☉☉). Best paper in city; read by best people.

MAINE

Lewiston *Evening Journal*, daily, average for 1907, 7,784; weekly, 17,545 (☉☉); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (☉☉).

Boston *Evening Transcript* (☉☉), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (☉☉). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis *Journal* (☉☉). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(☉☉) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉☉).

NEW YORK

Army and Navy Journal, (☉☉). First in its class in circulation, influence and prestige.

Brooklyn *Eagle* (☉☉) is THE advertising medium of Brooklyn.

Century Magazine (☉☉). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (☉☉), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (☉☉). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Engineering News (☉☉). Established 1874. The leader in its field. Reaches the man who signs the order. Ask any of its thousand advertisers. Circulation over 16,000 weekly.

The Engineering Record (☉☉). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

The Evening Post (☉☉). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*." —Printers' Ink.

New York *Herald* (☉☉). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

LIFE without a competitor. Humorous, clever, artistic, satirical, dainty, literary. The only one of its kind—that's LIFE.

Scientific American (☉☉) has the largest circulation of any technical paper in the world.

The New York *Times* has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York *Tribune* (☉☉), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, that goes to the homes of the great middle class.

Vogue (☉☉) carried more advertising in 1906, 1906, 1907, than any other magazine of gen. cir.

OREGON

The *Oregonian*, (☉☉), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The *Press* (☉☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of *The Daily Press*, for 1908, 95,349; *The Sunday Press*, 133,984.

**THE PITTSBURG
(☉☉) DISPATCH (☉☉)**

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (☉☉), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The *State* (☉☉), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

Norfolk Landmark (☉☉). Oldest and most influential paper in tidewater.

WASHINGTON

The Seattle *Times* (☉☉) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee *Evening Wisconsin* (☉☉), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The Halifax *Herald* (☉☉) and the *Evening Mail*. Circulation 15,558, flat rate.

The *Globe*, Toronto (☉☉), carries good clean advertisements into good clean homes.

Won't  Fray

SOILED fingers, rough usage or ordinary wear won't fray nor injure the celluloid tip—makes index guide cards outlast two of ordinary kind.

CELLULOID TIP GUIDE CARDS

have a one-piece celluloid tip folding over top of card—where the wear comes. Will not crack, fray nor curl up. Tip doesn't show wear and prolongs life of card.

Ask your dealer for one piece
tip or write direct for samples.

STANDARD INDEX CARD CO.,
701-709 Arch Street, Philadelphia, Pa.

"A Daily Newspaper for The Home."

The Christian Science MONITOR

OF BOSTON, MASS.

Every Afternoon Except Sunday.

World-wide Circulation and undoubtedly the most closely read newspaper in the world.

New York Office:
No. 1 Madison Ave.
Chicago Office:
510 Orchestra Building.

Advertising rates furnished on application.

HERE IS A BIG FIELD FOR ADVERTISERS

THE amount of money spent by the public on the moving picture exhibitions in 1908 exceeded the combined income of all the baseball clubs in the United States, and the bulk of it went to the 8750 readers of the

MOVING PICTURE NEWS

Our advertisers are getting results because our readers have the money, and believe in the News. Send for rates and sample copy-s. Cinematograph Pub. Co., 30 W. 13th St., N. Y.

—9,059-Word Business Book Free

Simply send us a postal and ask for our free illustrated 9,059-word Business Booklet which tells how priceless business experience, squeezed from the lives of 112 big, broad, brainy business men may be made yours—yours to boost your salary, to increase your profits. This free booklet deals with

- How to manage a business
- How to sell goods
- How to get money by mail
- How to buy at rock-bottom
- How to collect money
- How to stop cost leaks
- How to train and handle men
- How to get and hold a position
- How to advertise a business
- How to devise office methods

Sending for this free book binds you to nothing, involves you in no obligation, yet it may be the means of starting you on a broader career. Surely you will not deny yourself this privilege, when it involves only the risk of a postal—a penny! Simply say "Send on your 9,059-word Booklet." Send to SYSTEM, Dept. 188-9, 151-153 Wabash Ave., Chicago

If you have a genuine article of merit at a reasonable price, our citizens will buy it through the Washington (Pa.) Record. A clean-cut, well-edited sheet with classy readers in a wealthy, industrious community. Rates and copy on request.

THE LEADING THEATRICAL WEEKLY

VARIETY

The only theatrical paper reaching the desirable class of readers.

Publication Office
1536 BROADWAY, NEW YORK CITY

Boyce's Weeklies

Go to the Country Where Pockets Are Bulging

750,000 a Week. \$1.00 a Line

W. D. Boyce Co., CHICAGO

\$350 FOR A NAME QUICK!

Are You One of the Winners?

Out of 16,000 answers containing 200,000 names, the word "BODYGARD" was selected to go into the Utica Knitting Company's trade-mark shield.

This trade-mark, now complete as presented, will appear after the coming winter season, in all our underwear in connection with our different variety - names, as illustrated.



Fix the "BODYGARD" mark in your mind for your summer and winter purchases next year and thereafter.

But when you buy your this winter's underwear, ask for "LAMBERTON" for men and boys; "VELLASTIC" for men and children, "UNITEE" for children, now ready for you in the stores. The finest moderate priced line in the world.

According to the stated terms we must divide the three prizes of \$200.00, \$100.00 and \$50.00 among those who sent in the winning names of each class.

The names of the first and second prize-winners follow:

1st Prize will be divided among:

Mrs. F. H. Rees, N.Y.C.; J. Weber, Phila.; Leo Wolff, N. Y.; Valdamar Johansen, New York; David B. Fater, Chicago; G. E. Kemmel, N. Y.; Mrs. C. O. Richardson, Pittsburg; F. N. Jacobson, Montreal; Mrs. C. S. Campbell, Wichita Falls; H. Fisher, Chicago; Tom W. Schreiner, N. Y.; Grove L. Marsh, Syracuse; D. A. McClelland, Wichita.

2d Prize is awarded to "SUPER KNIT"

Al. Schane, Atlanta; Miss K. N. Moore, Kenton; Emil Durr, Milwaukee; B. Hurxthal, Mansfield; F. Budd, New Haven; Mrs. Kelly, Grand Rapids; Jan. H. Goodby, Jr., Chicago; Miss Esie Watkins, Springfield; W. Heston, Phila.; J. W. Darrow, Chatham; Frances Hill, Concord; W. R. Dillman, Yonkers; M. C. Dobson, St. Louis; G. E. Carpenter, Jersey City; G. Mignolet, Kansas City; E. S. Pool, Jr., Baltimore; L. H. Andrews, Richmond; D. Davis, Whitesboro; Mrs. P. S. Crouch, Jacksonville; Walter McIntosh, N. Y.; John Elbert Hall, Mechanicville; Mrs. W. J. Moore, Brockville, Ont.; J. K. McLean, Schenectady; May Peabody, New Castle; Geo. Kuhn, N. Y.; Wm. R. Austin, Pittsburg; F. P. Sullivan, Chicago; J. W. Rhines, Cortland; O. Denmore, Mason City; E. D. Eubank, Port Wayne; W. F. von Zelenki, Chicago; W. L. Gleasoner, Valdosta; A. L. Carson, Brooklyn; Chas. R. Foster, Phila.; C. F. McLaughlin, Olney; I. C. Child, Bloomfield; A. Scott, Cranbrook; Wm. H. Brigham, Murfreesboro; Miss G. Smith, Flemington; L. A. Wilder, Rochester; C. B.

Purdy, Brookline; L. C. Downey, Decatur; T. W. Moore, Nashville; A. Schwartz, Chicago; A. F. Levy, Nashville; K. Dillman, Festus.

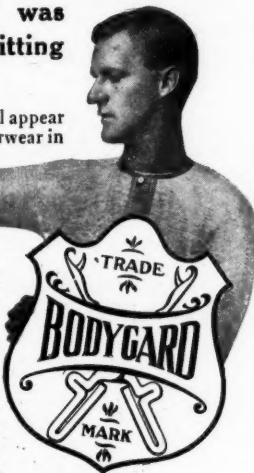
3rd Prize is awarded to "U. K. C."

172 contestants submitted this name. Space restriction prevents our giving these in detail. The third prize of \$50.00 will be equally divided among the winners.

Each of the above will receive his or her share by mail promptly.

UTICA KNITTING COMPANY

Utica, N. Y.





Practical Idealism

That idealism made practical is of great value to Advertisers, has been demonstrated by results Advertisers have secured from Advertising associated with literature now being published in The Delineator.

The Delineator's Child Rescue Campaign (supported by mothers all over the country), an investigation of church methods (participated in by prominent officials and laymen of all denominations) and fiction literature, including stories by such writers as Rudyard Kipling, insure association with subjects of paramount importance for Delineator Advertising.

W. H. Black

Manager of Advertising
Butterick Building
New York City

F. H. RALSTEN, Western Adv. Mgr., First Nat'l Bank Bldg., Chicago, Ill.

Ask Our Advertisers

